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The American University in Cairo  
School of Global Affairs and Public Policy

Food & Beverages Advertising Viewed by Egyptian Children: A Content  
Analysis

A Thesis Submitted to  
The Department of Journalism and Mass Communication  
In partial fulfillment of the requirement for  
The Degree of Master of Arts

By Mona Maher Rady  
Under the supervision of Dr. Naila Hamdy  
January 2017

## **Dedication**

I dedicate this work to my son, Yassin Yehia, the apple of my eye. I hope I make you proud, because you are my ultimate source of pride.

## **Abstract**

The Elaboration Likelihood Model posits that there are two routes to persuasion central (logical) and peripheral (emotional). This study employs the ELM to analyze persuasive appeals in ads viewed by Egyptian children between 7-12 years old. First of all, a survey was conducted to uncover food and beverage ads viewed by children on a spontaneous level followed by aided recall of ads. The survey was administered online to 304 children who filled the survey after their parent's consent and assistance. After removing repeated ads, a total sample of 100 ads were reported and further analyzed. Findings proposed that peripheral cues are highly employed in both healthy and unhealthy ads. Yet, central cues are skewed towards healthy food and beverage ads which were more grounded in reality rather than fantasy. The number of unhealthy ads outnumbered healthy ads (74% unhealthy versus 26% healthy ad). Unhealthy ads; promoted overeating coupled with sedentary behavior, a lot of screen time over physical activity. Children were exploited into some 'sexual appeal' scenes. According to media literacy and marketing professionals in the food and beverage industry in Egypt; global brands have strict guidelines in communicating to children but local brands depend on 'commonsense or common code of conduct', possibly a pitfall. Egypt needs regulations to control child advertising content, add taxes on unhealthy food, brands should act more responsibly, advertising during child primetime should be minimal and monitored, parents and school and TV should enforce advertising literacy to empower our children and counter the effect of unhealthy and manipulative food messages.

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## **Chapter 1: Introduction**

### **1.1 Introduction**

Despite the continuous growth of new media, TV is still considered a key source of information and entertainment in Egypt across all ages and different social stratus. According to Abdulla, “Television is still the most powerful medium in terms of reach. Almost all households own a television set” (Abdulla, 2013). “Nearly all (98.8%) Egyptians have a working television in their home,” and some have more than one” (Contemporary Media Use in Egypt, 2014).

TV is also number the one source of information and news for Egyptians; “Television viewing in Egypt is by far the most common source of information for its residents. Nearly all Egyptians (94.1%) use TV to get news at least once a week, and 84.2% use it daily or most days a week. Nearly all viewers (95.8%) in Egypt watch satellite television through an individual dish. While some respondents reported using cable (2.4%) and a shared satellite dish (2.4%), they are a clear minority” (Contemporary Media Use in Egypt, 2014).

Even with the technological advancements going on, “we can’t forget that children in rural areas in Egypt still consider television as their main source of entertainment and information” (Ibrahim, 2013). In Egypt and the Arab world, children spend around 3-4 hours or more daily watching television and around 33 hours a week in the summer and 24 hours a week during the winter (Al Fowaz, 2003; Abbas, 2003). So per year, “an Egyptian child watches around 1460 hours of television. It is expected that this number has grown in the last couple of years. Therefore, the content that the



child is exposed to is important to study since he spends all this amount of time and more watching television” (Nada, 2016).

### **Living the “TV Commercials Syndrome” (Afifi, 2015)**

The increase in number of watching hours makes it crucial to take into perspective the persuasive content presented to children. Especially that most channels seek financial gains from ads rather than a child’s benefit. Many channels depend more or less on self-censorship, be it in programs or soap operas or during high time, especially in the afternoon when children are back from school and when parents are back from work to watch TV together. Unfortunately, “there is no law to regulate the number or duration of commercials which could run during a certain episode or a soap opera, Omar Ali Sherif, Creative Director at a postproduction studio, tells Ahram Online...We crossed the limits, we crossed it by far” he says (Afifi, 2015).

Among the top three advertised ads are food and beverages. “The top three sectors by expenditure in Egypt were government communication, utilities, and food and beverages.” “Food and beverages gains 77% to become the second most advertised sector” (Ramadan MENA Consumer Insights, 2012). Government communication is defined as “all the activities of public sector institutions and organizations that are aimed at conveying and sharing information, primarily for the purpose of presenting and explaining government decisions and actions, promoting the legitimacy of these interventions, defending recognized values and helping to maintain social bonds” (Pasquier, 2012).

Although, Liebert and Schwartzberg (1977) said, “All television is educational, the only question is: what is it teaching?” (p. 170). The importance of this study goes

to the fact that TV impacts a child's food choice and eating habits to a great extent. According to the 2008 YTV Kids and Tweens Report, kids influence suggests that a child's food choice is impacted by TV in the following manner: (Tweens are children 10-12 years old).

- “Breakfast choices (97% of the time) and lunch choices (95% of the time).
- Where to go for casual family meals (98% of the time) (with 34% of kids always having a say on the choice of casual restaurant).
- Clothing purchases (95% of the time).
- Software purchases (76% of the time) and computer purchases (60% of the time).
- Family entertainment choices (98% of the time) and family trips and excursions (94% of the time)” (How Marketers Target Children, n.d.).

### **Aggravating obesity rate amongst Egyptian Children**

Obesity is becoming a common pattern starting at a very young age amongst Egyptian children; this has been a hot topic for many scholars and social scientists because its implications are worrisome. “Overweight is an emerging concern in Egypt, increasing rates of overweight and obesity in children & adolescents signal a very alarming trend as seen in the comparison between the two national surveys 2004 and 2001, indicating an urgent need for Egypt to develop strategies to address this new problem” (Shahin, 2004).

Rates of Obesity amongst Egyptian children, according to the UNICEF annual report for 2014:

### ADOLESCENT MALNUTRITION

**Table 5.14** Percentage of adolescents aged 5-19 years who are overweight and obese, by background characteristics, 2014

	2014			
	Males		Females	
	Overweight	Obese	Overweight	Obese
	(percentage)			
<b>Total</b>	35.0	10.5	36.4	9.5
<b>By child age (in years)</b>				
5-9	39.6	15.1	37.9	11.0
10-14	34.4	9.9	35.4	8.5
15-19	29.4	4.9	35.6	8.7
<b>By location</b>				
Urban	35.8	11.3	36.6	9.7
Rural	34.6	10.1	36.3	9.4
<b>Urban Governorates</b>	34.2	9.7	34.7	7.8
Lower Egypt	38.4	13.9	39.9	13.0
Urban Lower Egypt	39.2	14.7	39.7	12.8
Rural Lower Egypt	38.2	13.7	40.0	13.1
Upper Egypt	31.4	6.9	33.0	6.1
Urban Upper Egypt	34.5	10.0	35.7	8.8
Rural Upper Egypt	30.0	5.5	31.9	5.0
Frontier Governorates	31.7	7.2	32.0	5.1
<b>By mother education</b>				
No education	32.5	8.0	34.6	7.7
Primary incomplete	33.6	9.1	35.5	8.6
Primary complete, some sec.	35.5	11.0	27.9	1.0
Sec. complete, higher	37.2	12.7	37.4	10.5
<b>By wealth quintile</b>				
Poorest	32.3	7.8	34.2	7.3
Second	34.2	9.7	36.1	9.2
Middle	35.9	11.4	37.8	10.9
Fourth	36.3	11.8	37.8	10.9
Richest	36.8	12.3	36.4	9.5

Source: Egypt Demographic and Health Survey, 2014.

Note: The measure employed for assessing the nutritional status of never-married adolescents aged 5-19 is the body mass index (BMI). The BMI measures are derived for boys and girls using height and weight data which are compared to an international reference population, the WHO Growth Reference for School-Aged Children and Adolescents. The overweight category includes also those who are obese (i.e. it covers overweight and obesity). Data do not include North Sinai and South Sinai.

Note. From (UNICEF, 2015)

Obesity amongst Egyptian children is attributed to two main reasons, besides genetics:

1. High energy intake (unhealthy food high in calories, sugar, fats)

In a developing country like Egypt the mindset of many is to feed the children what is cheap rather than what is healthy simply because this is what they can afford. What is

cheap could be attractive to many, but hazardous to the child's health. "Obesity is a complex problem fueled by the availability of cheap, fatty, sugary, salty, high-calorie "junk food" and the rise of sedentary lifestyles. It is a major risk factor for heart disease and stroke, diabetes, arthritis and certain cancers. Chronic complications of weight kill about 3.4 million adults annually" (Dunham, 2014). Karim Strougo, fitness trainer and nutritional expert, told Al-Masry Al-Youm that "the growing rate of obesity can be attributed to unhealthy eating habits, growing number of "junk food" and fast food outlets, coupled with increasingly sedentary lifestyles (Charbel, 2010). This is besides the "prevalence of saturated fats in the preparation of food, and a lack of knowledge about the nutritional value of foods" (Charbel, 2010).

## 2. Low energy expenditure (high physical inactivity and lack of proper exercise).

Other than poor eating habits, obesity among children in Egypt occurs due to lack of exercise, as calories going in do not match calories going out. According to the WHO physical inactivity is a leading cause of disease and disability amongst children (Prakash, 2002). This is because "weight gain in children can occur if energy intake is higher than energy expenditure." Strougo also linked obesity in Egypt to "a general lack of exercise, exacerbated by misconceptions about exercise" (Charbel, 2010).

Chronic diseases are starting at a younger age than before. According to Strougo, "the number of fat cells in the body increases most during childhood and adolescence. While fat cells start stabilizing from adolescence onwards, growth hormones in pregnant women do prompt the development of additional fat cells" (Charebell, 2010).

Unfortunately, obese children do not only put a burden on their parents but also soon become a burden on the country's overall health care system. "Overweight and obese populations place additional burdens on health care expenditure. Medical studies reveal that obesity increases the likelihood of high blood pressure, cardiac diseases, respiratory illnesses, diabetes, cancer, and other ailments" (Charebell, 2010).

Therefore, prevention methods and awareness plans needs to be put to practice early on. "Success in obesity prevention is most likely to be achieved when preventive measures are initiated early and sustained throughout childhood and adolescence. More research must be conducted for more evaluation, also, to achieve physical activity and life style for obese children and adolescence" (Hassan, 2010). Since eating habits are formed during early childhood years and last to adulthood, we are going to dig into the content of these adverts to unveil what habits are endorsed and presented in these ads.

## 1.2 Statement of the Problem

Most Egyptian children are exposed to long hours of TV as the main source of information, bearing in mind that the internet is still a luxury to many. Whatever they are watching is loaded with food and beverages advertising, simply because there is no regulation to such practice. There is no regulation to the number of ads in a program, show, or even on a child's TV channel.

Unfortunately, most of these advertisements are for unhealthy food, probably packed with calories, sugar and saturated fats. The danger of such an approach is the fact that children have not developed sufficient critical and logical skills to differentiate between fantasy and reality, true information and advertising content. Taking them for granted, advertisers know that they will comply and establish an unhealthy eating habit that will last with them to adulthood, with the bigger goal of winning them as future loyalists.

To ensure winning them over, advertisers use the language of fantasy and imaginary (peripheral route) rather than logic and truth (central route) to appeal to those young consumers and force them into consumerism early on. Not only that, but also ads for unhealthy food probably lack a proper and clear disclaimer.

Children are subject to an enormous amount of unhealthy food and beverage ads on Egyptian TV channels at a young age whereby their logical skills are not fully developed and their eating habits are still being molded. Most of these ads use peripheral routes rather than logic to persuade young consumers to purchase products that maybe harmful to their health.

### **1.3 Study Objectives**

Given that exposure to food advertisements maybe have an impact on children's health and wellbeing, this research study aims to:

1. Assess the use of "health" messages in food advertising in Egyptian TV which target children in order to determine whether these messages promote healthy food and beverages or whether they are a marketing tactic to promote unhealthy items, potentially undermining nutrition education efforts.
2. Asses the type of persuasion appeals used in those ads, based on the Elaboration Likelihood Model.

This research study does not study the impact of adverts on children's behavior but it paves the road for possible future studies on impact of food adverts on children's eating patterns. In other words, it could be a starting point or a step forward for future cause and effect studies.

## **Chapter 2: Literature Review**

Marketing and advertising grow economies by promoting the sale of goods and services to consumers, young and old. Thus, a huge investment is made in these industries resulting in myriad gains. Although economists may find this process satisfactory and successful; it is quite important to zoom out from the financial gains and understand possible impact on vulnerable groups like children. Children are subject to a tremendous amount of adverts on a daily basis whether toys, games, fast food, or candy. “It is estimated that advertisers spend more than \$12 billion per year to reach the youth market and that children view more than 40,000 commercials each year” (American Psychological Association, Wilcox).

It is crucial to come to grips with the media as a key influencer, as the food industry invests heavily in child-targeted marketing to ensure a group of future loyalists who will maintain and grow their business in the near and far future. Amid the explosion of social media and gadgets, targeting those youngsters has become an easy task that led to increase in children’s exposure to food ads. Many studies linked the excessiveness and quality of food adverts to growing unhealthy eating habits among children, leading to obesity and other early chronic diseases such as diabetes. This makes food adverts a crucial topic to study.



## 2.1 Why Do Brands/Marketers Target Children?

An increased interest in targeting children is growing steadily for several reasons;

### A. Vulnerability Of Their Age-The Age Factor

- i. Low cognitive development due to young age

The age factor is key in comprehending advertising messages. Besides message comprehension, age is also a determinant of a child's reaction to advertisement. "How children react to ads can depend on several things, including their age, what they know or have experienced, and how much opportunity they have had to question and talk about what they see in the media." (Raising Children Network, 2016).

How do children receive information? Let us begin by understanding children's cognitive development at different stages. Jean Piaget's defined the child's cognitive development in 4 stages; sensorimotor, preoperational thought, concrete operational thought, and formal operational thought.

The stages of cognitive development go as follows;

- Sensorimotor stage- (birth-2 years) coordination of sensory perceptions and basic motor behaviors. Infants gradually become aware of the presence of an external world, with which they start to deliberately interact.
- Preoperational stage (3-7years)- children use words and gestures to represent reality; however this representation is egocentric as children still fail to distinguish the points of view of others from their own.
- Concrete operational stage (7-11 years)- children's first experience engaging with mental operations that allow them to order, combine, separate, and transform actions and objects.

- Formal operational stage (11-19 years)- this is when adolescents can think methodologically and analytically about the logical relations within a problem. Adolescents are capable of metacognition. (McAlister & Cornwell, 2010).

The table below offers some general ideas about how children might react to ads depending on their age.

Age	Children
0-2 years	<ul style="list-style-type: none"> <li>• Can't tell the difference between advertising and actual TV programs</li> </ul>
3-6 years	<ul style="list-style-type: none"> <li>• Can identify an advertisement and distinguish it from programming, but don't understand that ads are trying to sell something</li> <li>• Tend to think of ads as being entertaining or helpful announcements</li> <li>• Won't generally be critical of the claims advertisers are making</li> </ul>
7-11 years	<ul style="list-style-type: none"> <li>• Can understand that ads are trying to sell them something</li> <li>• Can remember advertising messages, and can recognise some advertising techniques (such as overstating how good a thing is), but can't always defend themselves by questioning what ads are doing</li> <li>• Might not always understand that the product isn't as good as the ad says it is, or that the advertiser might not be telling them any of the bad points</li> </ul>
12-14 years	<ul style="list-style-type: none"> <li>• At 12, can usually understand the purpose of advertising, and are able to use ad information to decide what they want. Might not understand how advertising makes things more expensive, or might not recognize tricky product placement strategies</li> <li>• By 14, can understand how the marketplace works and can be skeptical about advertisers' claims</li> </ul>

(Raising Children Network, 2016)

- ii. **Easy persuasion task due to children's low media literacy**, 'catching them off-guard'

"Media literacy is the ability to access, analyze, evaluate and create messages across a variety of contexts". Like any other acquired skill media literacy and understanding comes with learning and experience in life, which again comes with age. Media literacy grows and evolves with one's logical skills and education. It is true to be said that media literacy does mediate effects of advertising. "Advertising affects children across the whole age range yet advertising literacy advances significantly by age... children gain in advertising literacy as they become developmentally more sophisticated this results in a greater ability to resist or defend against messages of advertising" (Livingstone and Helsper, 2004). It only makes sense that as we grow, we gain experience about media and how it works, and when it is deceptive and when we need to double check information we receive.

### **Media Literacy and the Elaboration Likelihood Model of Persuasion**

At least a couple of times in your life you buy a meal you have seen an irresistible image of, to find it much smaller and less delicious than you expected it to be, through experiences like these we learn that ads can be deceptive. "It is suggested that *less literate viewers (generally younger children) are more influenced by superficial or peripheral features of advertising (e.g. celebrity sources, colorful and entertaining images), provided these are sufficiently attractive. On the other hand, more literate viewers (generally older children and adults) are more influenced by the quality of the arguments and claims of advertising, provided these are sufficiently strong, and*

provided the audience is motivated to engage with the message” (Livingstone and Helsper, 2004).

- The three stages of advertising literacy;

Roedder (1981) created a developmental model proposing three stages of advertising literacy:

- ii. “Limited: children have no knowledge or sophistication in judging the intentions of advertisers. This applies to children roughly under 6 to 8 years of age.
- iii. Cued: children have the knowledge to counter argue advertising claims, but do not use this knowledge spontaneously. This stage is commonly found in children between 8 and 12 years old.
- iv. Strategic: children have both the knowledge and the ability to use this knowledge without being cued. Most children over 12 years old are able to use this strategic advertising literacy” (Livingstone and Helsper, 2004).

Needless to say that it is *“not until adolescence that children are able to classify messages as informative or persuasive...Between approximately age 9 to 12, the majority of children are aware that commercials are about selling things, but not until early adolescence do they develop a complete understanding of the intent of advertising, such as profit motives”* (Young et al., 1996). To conclude, children are in fact vulnerable and affected by advertisements at all ages, that is why there should be restrictions on ads they are exposed to, to protect them.

## **Media Literacy in Egypt**

Unfortunately, there are no formal or serious efforts of media literacy in Egypt so far. This makes Egyptian children and even adults vulnerable to media messages and propaganda. Although there are initiatives to educate children they are very scarce and their effectiveness has not been tested or addressed. “The history of media literacy within Egyptian schools started precisely with “April 17th, 1870 launch of a school newspaper called "Rawdet Al Madaress" that was distributed for free to outstanding students. At that time, school broadcast activity was a tool for the students to express their thoughts. Not only did students express their views through the broadcast programs, prepared and presented at schools that were an independent public media, but also through the creation of their own magazines” (Rady, 2014). In 1953, a new department was established in the Ministry of Developing Education responsible for educational media activities in schools” (Desouky, 2010, p. 428). Later on, there was another attempt initiated by the Egyptian Ministry of Education which “applied new educational media activity curriculum for the primary and preparatory stages starting from the school year 2011/2012. The activity is the same like the activity in the past, but the new curriculum set goals to direct this activity (Morsi, 2012). Yet this area needs a lot of work for development and to make sure that our children have a level of awareness and are able to distinguish and comprehend media messages. According to Doaa Rady, a media literacy scholar, “Despite such efforts media literacy is still not addressed in formal education” (Rady, 2014).

## B. Growing spending power (Direct and indirect)

- i. Direct disposable allowance of children, direct influence.
  - ii. Kidfluence or Pester Power, indirect influence.
- i. Direct disposable allowance of children, direct influence.

In the past, children were simpler and less exposed to the consumers' world. Their money was more or less for saving not spending and even the spending of their little allowance was controlled by their parents i.e. save to buy a bicycle, "a penny saved is a penny earned". Then, the baby boom was a turning point. After World War II, the family became more stable and the idea of having a lot of babies was common place. At that time, children had little allowance but they were huge in number thus all the little allowances put together had a tremendous impact on the economy. After a while, the economic situation prospered and parents were more generous with their children's allowance; so *the big number of babies and the growing value of the allowance had double the impact of this market*. From this point on, children have become a viable market for marketers. The increasing disposable allowance of children is doubling by the minute and their impact over parents purchases are not to be undermined. This makes children under eight, although the most vulnerable, yet the most rewarding target.

Children have developed, evolved and are entering the consumers world at an earlier stage. They developed pronounced wants and needs at a very young age in comparison to previous generations. They are turning from being "savers to becoming spenders". "American tweens independently spend 51 billion, money they get from a variety of sources like gifts and allowances, and they hold considerable sway over the

additional 170 billion spent directly on them each year. In addition they also influence major family purchase decisions-- everything from cars to computers, grocery brands to vacation destinations.” (360youth.com). They’re happy to spend their money, and their parent’s money on products they can connect with (no responsibilities).

Zooming in on Egypt, even though Egypt is a developing country and the possible allowance per child maybe relatively little, children constitute the biggest chunk of the population, in comparison to other more developed countries. Egyptian children between the age of 0-14 years represent 31.89% of the population (male 14,430,312/female 13,790,448) (CIA, 2015). Put together these little allowances and it will make a fortune. 31.89% is definitely a huge number if compared to other countries like Hong Kong where children between the ages of 0-14 constitute only 12.11% of the entire population of the country. Also in Qatar, for example, children between 0-14 years constitute only 12.52% of the population. Marketers and brand managers understand the huge potential in this group and the financial gains that can return to them by addressing and selling to Egyptian children. Thus, targeting them everywhere makes better business.

ii. Kidfluence or Pester Power, indirect influence.

“Kids represent an important demographic to marketers because in addition to their own purchasing power (which is considerable) they influence their parents’ buying decisions and are the adult consumers of the future.” (How Marketers Target Kids, n.d)

Marketers take for granted children’s influence on parent’s purchase choices. In fact, one main role of marketing to children is to get them to nag their parents to buy specific food

products. *“Marketers count on children to wear their parents down and on parents to give in. Parents often find it easier to just say “yes” to reduce stress and strain and allow them to focus on other issues”* (Kanner & Kasser, 2000). Marketing professionals name it “pester power” or the “nag factor.” General Mills’ Betty Crocker Fruit Snacks website states, “Driving the ‘kid nag’ factor with gatekeepers [parents] is crucial to the category’s success” (General Mills, 2002).

According to the marketing industry book *Kidfluence*, “pestering or nagging can be divided into two categories—”persistence” and “importance.” Persistence nagging (a plea, that is repeated over and over again) is not as effective as the more sophisticated “importance nagging.” This latter method appeals to parents’ desire to provide the best for their children, and plays on any guilt they may have about not having enough time for their kids”. (Sutherland & Thompson, 2003)

Several studies have confirmed the cause and effect relationship between child watching ads and requesting advertised products. *“Children who are exposed to commercials or who watch more television make more purchase requests of their parents for advertised foods* (Robertson et al., 1989; Taras et al., 1989; Stoneman & Brody, 1982; Galst & White, 1976; Clancy-Hepburn et al., 1974). On the other hand, “children whose parents limit television viewing make fewer purchase requests. Sugary cereals; fast food, soft drinks, and candy are requested most often” (Wiman, 1983). Unfortunately and for many parents, “it seems more economical and sensible for parents to go to a retail store and purchase the toys their children want rather than buy the large amounts of nutrient-poor foods required” (Branding Children: Marketing Techniques, 2003).



## Pressure Leading To Parent-Child Conflict

Many marketers blame parents for giving in to their children's nagging. Yet, it's not that easy. Because saying no all the time will only create tension between child and parent and it is impossible to prohibit the child from most of the products he/she has been exposed to through ads. *"Conflicts arise because the foods that are most heavily advertised to children are low-nutrition foods, of which parents would like their children to eat less.* Parental authority is undermined by the wide *discrepancies between what parents tell their children is healthy to eat and what marketers tell children is desirable to eat.* That is beside the disconnect between the calorie dense, low-nutrition foods which are predominantly marketed to children and the thin body images portrayed in the media" (Branding children, 2003).

### D. Guarantying Future Loyalists

Brands of all industries are quickly shifting focus on preteens marketing allotting heavy budgets to them. *"Get 'em early and keep 'em for life.* That's the strategy of today's multi-million dollar corporations, who have set the sights on the wallets, and minds, of your kids" (Batchelor, 2009). In fact, " Marketers plant the seeds of brand recognition in very young children, in the hopes that the seeds will grow into lifetime relationships.....While fast food, toy and clothing companies have been cultivating brand recognition in children for years, adult-oriented businesses such as banks and automakers are now getting in on the act. Magazines such as Time, Sports Illustrated, Vogue and People have all launched kid and teen editions—which boast ads for adult related products such as minivans, hotels and airlines" (How Marketers Target Kids, n.d). "McDonalds is a fantastic example of the preteen marketing model, from the happy meal to the mighty kid meal reinforced with

bright colors and energetic ads McDonalds is only just starting to really reap the benefits of gaining these loyal customers from childhood. *Everyone knows fast food is not the epitome of health, but they eat it anyway, because of the positive emotions and loyalty to the brand that began in childhood*” (Sam, 2014).

## 2.2 How Do Marketers Target Children in Food and Beverages Ads?

“In addition to using a variety of media and approaches to reach children as described above, food companies use a variety of techniques to entice children to buy or nag their parents for food products. These techniques range from tie-ins with movies, TV characters or athletes to offering toys or premiums with food contests” (Branding Children: Marketing Techniques, 2003).

Some of the techniques used in advertising food and beverages to children are:

### A. Spokes characters, tie-ins, and celebrity endorsements

This means “utilizing TV movie characters, star musicians and athletes, taking advantage of children’s familiarity with, affection for or admiration of them. Younger children may not understand that spokespeople are paid to promote products, and a little child may not even understand that cartoon characters do not even exist (Branding Children: Marketing Techniques, 2003). This is problematic in the sense that children may not grasp the difference between communication messages and their intention. They don’t fully understand how the commercial world works yet. In fact, their love or admiration for a specific character may make them believe whatever he/she says is right, *‘the love is blind’ notion*. They are less likely to question a message from a communicator they like and appreciate, because this may require higher level of critical

thinking skills i.e. *if mom said its right, then its right*. In fact, “*using characters from movies and TV shows also blurs the line between programs and advertising*” (Branding Children: Marketing Techniques, 2003).

“There are about 10 to 12 marketing tie-ins between children’s movies and fast-food or other retail establishments’ each year (Lippman & McKay, 2001). Baskin Robbins’ ice cream tied in with, Sinbad: Legend of the Seven Seas. MacDonald’s also tied in with lots of Disney characters over the years with lots of Disney characters as giveaways. In Egypt, linking Captain Majid Egyptian Cartoon Football hero to a local biscuit also named after him (Figure 1) is an example of tie-ins. Unfortunately, “the use of animation in ads also may blur the line between advertising and programming (Kotz and Story, 1994). A common example of ties is also Coca Cola and Nancy Ajram, the Lebanese singer. As a kid I maybe a huge admirer of Nancy Ajram’s children song and grow to believe that if she promotes for Coke then it’s good for me. And if she is so cool, then I must be cool for drinking it too.



Local and global collage featuring ‘tie-ins’: Captain Majid Egyptian Biscuit and Baskin Robins tied in with Sindbad

Figure 1

## B. Enticing Children Through Entertainment; Toys And Contests

There are also many ways to attract children, impress them and make them buy a product by giving them reasons, other than the food quality, to buy the product. A universal example is Mac Donald's Happy Meal with its ever changing gifts and toys that are always up to date with the latest cartoon characters, which encourage repeated visits and consumption. "To keep children coming back, the toys that come with children's meals at fast-food restaurants change periodically. McDonald's had 14 different toy sets for Happy Meals in 2001 and 16 different sets in 2000 (McDonald's, 2002). Toys are based on children's movies or television shows (as discussed above) or are popular toys like Bratz dolls, Teenie Beanie Babies, Hot Wheels cars, Hello Kitty, LEGOs and Barbie dolls" (Branding Children: marketing Techniques, 2003). As seen in Figure 2, MacDonalds is encouraging children to "COLLECT ALL 10" Minion characters, thus encouraging repeated visits, also Burger King and many other junk food chains are following those steps.



Figure2

i. Food As Entertainment; Food As A Toy

This is when “the food is designed to be used in play or be played with” (Branding Children: marketing Techniques, 2003). This is commonly used for candy products.

- M&Ms is a common example, it’s sold everywhere in Egypt too in premium markets like Seoudi, Metro and Carrefour. Some have the M&Ms characters as dispensers and other have a fan on top and there is an endless variety of those i.e. some come with lights.
- There is also the Kinder Egg with its toys inside the chocolate egg. It actually grows the love of chocolate among children at a very young age, to win them through adulthood.
- In an attempt from Nutella to increase the ‘Nutella mania’, it came up with the Nutella injections and it’s as if the love of chocolate is an addiction. And the examples are endless. (Figure 3)



Food as entertainment, food as a toy collage

Figure 3



## ii. Food As Entertainment; Contests

Contests can be deceptive because many children “do not know how slim their odds of winning are” (Branding Children: marketing Techniques, 2003). They give children a fake hope of winning something big to encourage repeated\ purchase “*children are required to purchase a product many times in order to obtain the toy or other premium.*”(Branding Children: marketing Techniques, 2003).

- I.e. Coca Cola Campaign in Egypt, “collect all bicycle parts inside of the bottle cover and win a bike”. Most of the children drank lots of Coca Cola hoping to win the bike, which rarely ever happened.
- Another example, is Mega ice cream which encourages eating it a lot by giving the consumer a false hope that it’s easy to win the lottery which is a Mercedes. (Figure 4).



Figure 4

### C. Using Health and Fitness Themes To Sell Low Nutrition Foods & Beverages To Children

“Some ads misleadingly imply that foods are healthy by referring to them as good sources of energy (in other words, a good source of calories), by associating the product with athletes or physical activities, by showing the product surrounded by pictures of fruit, milk or other healthy ingredients, or by featuring slim, healthy, fit kids enjoying high calorie foods in the ads” (Branding Children: Marketing Techniques, 2003). This can be quite dangerous. A study on food ads have found that *“approximately half of the nutrition related information in food and beverage advertisements was misleading or inaccurate....Television must be recognized as a major source of nutrition (mis)information,”* stated Byrd-Bredbenner & Grasso, Rutgers University and Montclair State University (2000).”

#### i. Showing fit and slim models, athletes in unhealthy food ads

“When advertisements aimed at children show people eating the advertised food, almost all (89%) of the actors shown eating are slim and healthy-looking, despite the fact that 54% of the foods shown in the ads are high in calories, fat and sugar” (Byrd-Bredbenner & Grasso, 2000). Take for example Beckham who is a fit and slim football athlete advertising for unhealthy foods; like Pepsi and Burger King, such examples mislead young children who simply find those athletes role models that they follow.

#### ii. Fruitless and vegetable-less marketing

“Another way in which companies position their products as healthy is to associate them with images of healthy ingredients like fruits” (Branding Children:

Marketing Techniques, 2003). This is a misleading technique employed to appeal to children.

- A local example is Indomie with vegetables and chicken which has neither vegetable nor chicken, in fact it is unhealthy. “Children in particular will suffer health problems if they consume instant noodles every day. Noodles do not contain enough nutrients, while their additives are harmful to pregnant woman and children under five” (Artnock Work Press, 2012) (Figure 5).
- Another example is the Fruity Trix cereal, shaped like fruits but contains none. Other examples, are Haribo jelly beans fruit shapes, Trident Fruits gum, Babol fruits gum, Mentos fruits candy and gum, Skittles fruits, Dolce up mango ice-cream, soda drinks with and without fruit chunks (i.e. Miranda Orange and Schweppes with the so called ‘natural fruits chunks’). Most of the above have no health benefit but are trying to position them as such. (Figure 5).

Figure 5





### **2.3 New Marketing Approaches in Disguise**

Newer marketing approaches are even most effective in approaching children on a one to one level with stealth marketing approaches and embedding products in the child's world; be it in films, movies or through online games. "Marketers use many avenues to reach children with their messages such as using popular cartoon characters and toy giveaways to increase the pester-power of youth. Billboards, in-school advertisements, TV commercials, product placement in television shows/movies/video games and in grocery stores, Internet websites and games, and smart phone applications are often used to deliver messages and engage youth"(Arcan, Bruening & Story, 2013).

The following table shows some of the latest marketing techniques used in advertising to children (Calvert, 2008).

**Table 1. Television and Internet Marketing Techniques: Definitions and Use Patterns**

<b>Marketing technique</b>	<b>Definition</b>	<b>Used on television</b>	<b>Used on Internet</b>
Repetition of the message	Repeating the same commercial message over and over.	<b>X</b>	<b>X</b>
Branded characters	Popular animated characters used to sell products ranging from cereal to vacations.	<b>X</b>	<b>X</b>
Attention-getting production features	Audio-visual production features such as action, sound effects, and music.	<b>X</b>	<b>X</b>
Animation	Visually drawn moving images.	<b>X</b>	<b>X</b>
Celebrity endorsements	Popular actors, athletes, and musicians are either depicted on the product itself or are shown using and approving of the product.	<b>X</b>	<b>X</b>
Premiums	Small toys or products that are offered with product purchase; for example, a toy in a Happy Meal or screen savers for filling out an online survey.	<b>X</b>	<b>X</b>
Product placement	Placing a product within program content so it does not seem to be an advertisement; for example, E.T. eating the candy Reese's Pieces.	<b>X</b>	<b>X</b>
Advergames	Online video games with subtle or overt commercial messages.		<b>X</b>
Viral marketing	The "buzz" about a product that is spread by word of mouth.		<b>X</b>
Tracking software and spyware	Software that makes it possible to collect data about time spent on a website.		<b>X</b>
Online interactive agents	A virtual form of stealth advertising where robots are programmed to converse with visitors to a website to maintain and increase interest in the site and its products.		<b>X</b>
Integrated marketing strategies	Marketing products across different media; for example, the toy in a cereal box is also a product placement in a film.	<b>X</b>	<b>X</b>
Video news releases	Circulated stories to news media about a product that are broadcast as a news release.	<b>X</b>	<b>X</b>

## 2.4 Multiple Factors Influencing the Child's Food Choice

There is no doubt that children learn through observation, imitation, and repetition. Studies reveal that “repeated exposure of young children to foods can increase acceptability and preference for those foods” (Birch, 1998). “Observing their surroundings and others and how they interact with the environment around them, gives them clues of how they should act, react and behave in this world. Children learn how to behave by imitating role models – parents, teachers, peers, siblings, etc., including role models they see on television (Strasburger, 1999). Their environment or the environment ‘of influence’ to those young consumers constitute of mainly primary reference and secondary reference but also aspirational reference (Branding Children: Marketing Techniques, 2003).

### i. The Child's Circle of Influence

- a. A *primary reference group* is “one with which an individual interacts on a regular basis and whose opinion is of importance to him; family, close friends. (Reference Groups in Consumer Buying, 2015). This group is important because; according to Cooley “they play the most critical role in our lives. The primary group is usually fairly small and is made up of individuals who generally engage face-to-face in long-term, emotional ways. This group serves emotional needs: expressive functions rather than pragmatic ones. The primary group is usually made up of significant others—those individuals who have the most impact on our socialization. The best example of a primary group is the family” (Little, 2012).

- b. *Secondary reference group* are “often larger and impersonal. They may also be task focused and time limited. These groups serve an instrumental function rather than an expressive one, meaning that their role is more goal or task oriented than emotional. A classroom or office can be an example of a secondary group. Neither primary nor secondary groups are bound by strict definitions or set limits. In fact, people can move from one group to another. A graduate seminar, for example, can start as a secondary group focused on the class at hand, but as the students work together throughout their program, they may find common interests and strong ties that transform them into a primary group” (Little, 2012).
- c. *Aspirational reference group* which signifies those we aspire to be like. It “refers to those others against whom one would like to compare oneself. For example, many firms use athletes as spokespeople, and these represent what many people would ideally like to be”(Perner, 2010). This group is also quite important, as a child I will want to imitate the characters I see on TV to become like them. It would be a compliment if someone tells me I look like Beckham, Nancy Ajram or one of those celebrities. Thus, I am likely to consume brands they advertise for.

According to a study of selected TV commercials to children in Lagos State Nigeria, “it was revealed that peer group had greatest influence on children (25%), apart from the influence of television commercials on children. Parents and friends

representing 18.3 and 16.2% of the respondent's survey, respectively, had influence on children's purchase demand" (Gbadeyan, 2010).

## **2.5 Negative Effects of Children's Exposure to Food Advertisements**

Children's eating habits are endorsed and attained during early childhood and are affected by media exposure—"taste preferences are acquired through learning processes including repeated exposure and positive messaging about various foods, exposure to TV viewing early in life can have a marking lifelong influence in eating practices" (Arcan, Bruening, & Story, 2013).

### **i. The Link Between Advertising And Child's Food Preferences**

Children are likely to have high preference for products in ads they are exposed to. Studies found out that advertising specifically influences children's food choices – "which products and brands they prefer, what they choose and what they pester their parents to purchase" (Branding Children: Marketing Techniques, 2003). The latter confirms that "repeated exposure of young children to foods can increase acceptability and preference for those foods (Birch, 1998). Goldberg (1990) added that "the more commercial television children see, the more likely they are to have advertised cereals in their homes" (Branding Children: Marketing Techniques, 2003). In addition, the USDA concluded that "foods with the highest advertising intensity tend to be the ones over-consumed relative to Federal dietary recommendations such as the Dietary Guidelines for Americans" (Gallo, 1999).

### **- The Link Between Food And Beverages Advertisements And Obesity**

A body of research has linked high exposure to TV ads to unhealthy eating habits and some diseases, especially among children and women. Studies reported that "obesity rates

increase as the number of hours of television viewing increases (i.e., there is a *dose-response relationship*), which adds to the evidence that the relationship between television viewing and obesity is causative, rather than just an association (Crespo et al., 2001; Gortmaker et al., 1996; Dietz, 1990; Dietz & Gortmaker, 1985). According to a study by Henderson and Kelly on the link between TV viewing and causes of obesity, “three mechanisms have been proposed to explain the link between obesity and television viewing: (1) television displaces exercise and other active pursuits, (2) television leads to increased food consumption while watching, and (3) exposure to advertising on television leads to subsequent consumption of advertised foods” (Henderson and Kelly, 2005).

iii. Ads Encouraging Over-Eating:

Some advertisements encourage children to overeat and show big portion sizes as attractive.

There are endless examples for that:

- A magazine ad for Cap’n Crunch’s Smashed Berries cereal reads, “Kids smashed ‘em in the factory so you can fit more in your mouth” (Nickelodeon, 2001).
- An M&M’s ad campaign uses the tag line “Tons of chocolate candy searching for a mouth” (Disney Adventures, 2003; Nickelodeon, 2003) and pictures a seemingly endless stream of candies headed toward an open mouth (Disney Adventures, 2002).
- “More is better” are the messages of a television ad for General Mills’ Bugles snacks. (Branding Children: Marketing Techniques, 2003)
- Other tag lines in ads shown during children’s programming include “Once you pop you can’t stop” for Procter and Gamble’s Pringles chips.

- “Pepsi’s website profile of baseball stars Jason Giambi, which displays the prominent quote, “I usually have several Pepsis each day – it really lifts me up,”. This does not provide a good role model for consuming sugary soft drinks in moderation” (PepsiCo, 2003). It received a lot of criticism in the book *Super Sized Kids* where the author warned that unless such advertising techniques come to an end the coming generations will have shorter life spans than their parents.
- And a Tony Pizza ad “features a child stuffing his face with pizza and holding a toy” (Branding Children: Marketing Techniques, 2003).
- Another Egyptian ad for a chips-like snack named “Kalbaz”, meaning ‘get fat’ in Egyptian slang, produced in Munofeya governorate, depicts a fat guy as very cool and the slogan he promotes is “you will get big”, as if getting fat is the cool thing.



Ads encouraging over eating; local and global

## 2.6 Ethical Dilemmas and Approaches in Advertising to Children

Critics argue that marketing efforts directed to “children under eight with lack of a concrete cognitive structure scrutinize consumer defenses, even older adolescence can easily be subject to such stealth/ embedded messages which ‘catches them off guard’ and pretentiously dress up as non-advertising but rather informative content to persuade youngsters, especially under eight with lack of a concrete cognitive structure (Batchelor, 2009). Negative impact of such practice goes to the fact that “by treating these young people like mature, independent consumers, advertisers are taking parents out of the decision-making process and thereby making children more susceptible to unhealthy messages about body image, sexuality, relationships and violence” (Batchelor, 2009).

The following is a discussion of different ethical approaches in marketing to children:

- i. Deontology hold that principles are either right or wrong regardless of the circumstances, thus it is rule-based, the righteousness of the mean matters as much as the results. Best known philosopher of such principle is Immanuel Kant. Deontology offers rules that holds true across all situations though it may be criticized for its rigidity. I.e. advertising to children instead of parents is unethical because children are unable to exercise sufficient critical and analytical skills and it strains the relationship between mother and child in case purchase is not made. The Monsters Inc. says it all “How to thwart the \$17 billion marketing effort to steal your kids’ dreams, infiltrate their relationships, plaster their PJs with logos, hijack their imagination, fragment their



attention spans, make them obese, and drive a wedge into their relationship with you”(Scott 2008/2009, 128).

- ii. Moral Relativism holds that judgments are subject to accommodate cultural differences bearing in mind that standards are “relative to social, cultural, historical or personal values” (Hovland, & Wolburg, 2014). In other words, judgments are situational and there is no absolute right or wrong. It claims that standards are relative and cannot be universalized, too much of a simplification.
- iii. Utilitarian this approach focuses on the results regardless of means. Actions are judged good if consequences are good and bad if consequences are bad. Philosopher Jermy Benthman claims that “a good or moral act is one that results in greatest happiness for the greatest number (Gower 2008, 5)” Take for example MacDonald; it was sued for unethical/deceptive marketing. Encouraging children by toys to buy unhealthy food, the so called ‘happy meal’, this made two states in California to prohibit toys as giveaways to children on any unhealthy food. Yet, from a utilitarian point of view, MacDonald is acting ethically. Children are happy with the toys and meals, while MacDonald is making more money, justifiable by maximum happiness, minimal pain. Great good for the greatest number, thus individual complaints do not count.

## **Chapter 3: Theoretical Framework**

### The Elaboration Likelihood Model (ELM) of Persuasive Communication

#### **3.6 History and Development of the ELM**

Let us begin by explaining when and how the Elaboration Likelihood Model came about. “The Elaboration Likelihood Model of persuasion is a relatively new theory, having been developed within the last 20 years. Its theories have stood the test of time thus far though well challenged” (University of Oregon, 2010). In 1980, Richard E. Petty and John T. Cacioppo established the Elaboration Likelihood Model of Persuasion in an attempt to “explain, in detail, how a persuasive message worked to change the attitude of the receiver” (University of Oregon, 2010).

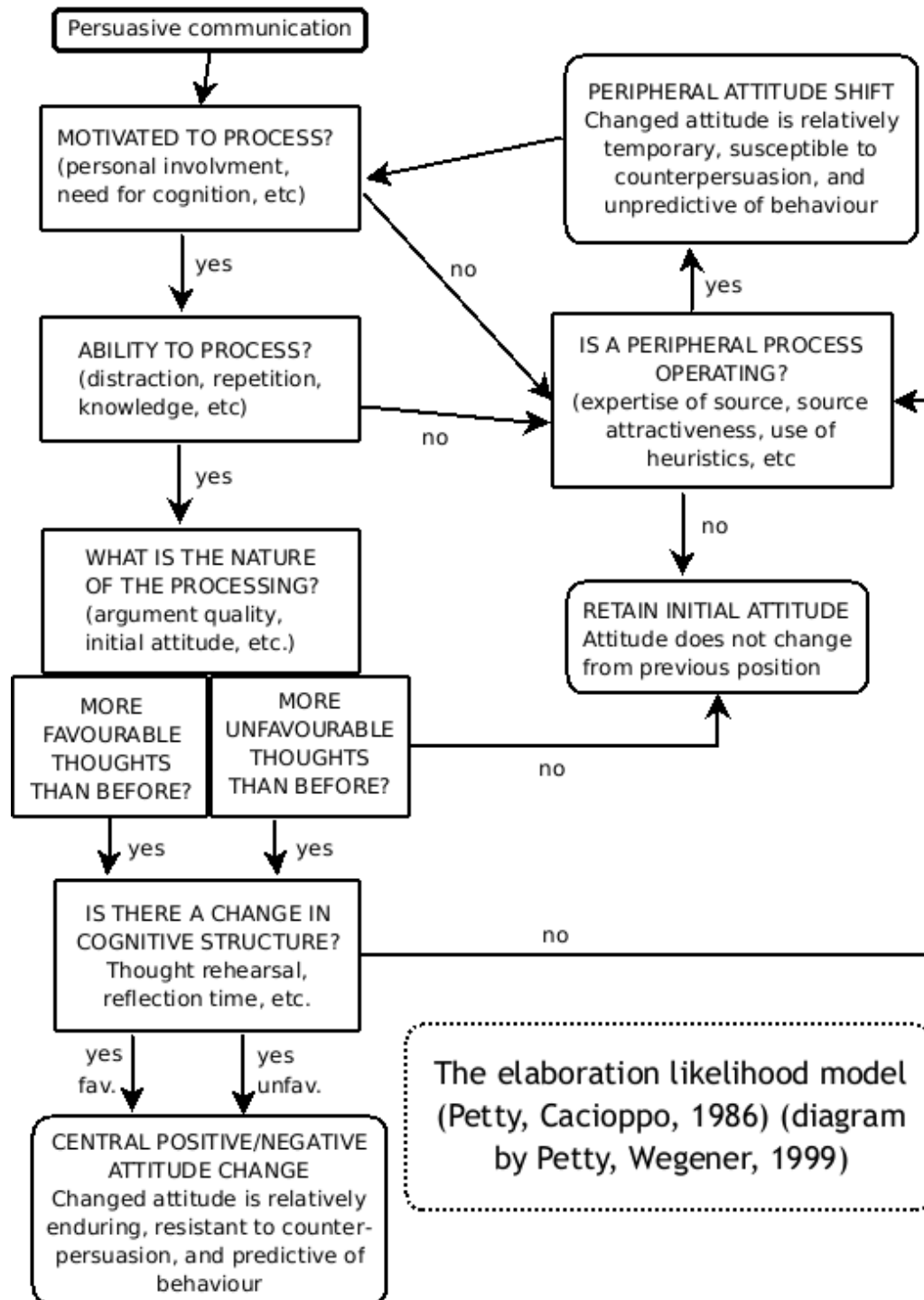
Initially, the aim of these two scholars was to "account for the differential persistence of the communication-induced attitude change. After reviewing the literature on attitude persistence, we concluded that the many different empirical findings and theories in the field might profitably be viewed as emphasizing one of just two relatively distinct routes to persuasion (Petty, 1977; Petty & Cacioppo, 1978)". Accordingly they proposed that “a message was transmitted and received through a twofold, or dual-process, model that describes how people choose to manage, either systematically or heuristically, information they encounter. Specifically focused on persuasion, the ELM argues that there are two routes to persuasion: the central route and the peripheral route”(White, 2016).

To put the ELM in full perspective Petty and Cacioppo have put together the following postulates:

## Postulates of the Elaboration Likelihood Model of Persuasion

1. “People are motivated to hold correct attitudes.
2. Although people want to hold correct attitudes, the amount and nature of issue-relevant elaboration in which they are willing or able to engage to evaluate a message vary with individual and situational factors.
3. Variables can affect the amount and direction of attitude change by (a) serving as persuasive arguments, (b) serving as peripheral cues, and/or (c) affecting the extent or direction of issues and argument elaboration.
4. Variables affecting motivation and/or ability to process a message in a relatively objective manner can do so by either enhancing or reducing argument scrutiny.
5. Variables affecting message processing in a relatively biased manner can produce either a positive (favorable) or negative (unfavorable) motivational and/or ability bias to the issue-relevant thoughts attempted.
6. As motivation and/or ability to process arguments are decreased, peripheral cues become relatively more important determinants of persuasion. Conversely, as argument scrutiny is increased, peripheral cues become relatively less important determinants of persuasion
7. Attitude changes that result mostly from processing issue-relevant arguments (central route) will show greater temporal persistence, greater prediction of behavior, and greater resistance to counter-persuasion than attitude change that result mostly from peripheral cues.” (Cacioppo & Petty, 1986)

The following diagram explains and summaries the ELM message processing and each route's path:



(Holwerda, 2009).

### 3.2 ELM and Its Manifestations in Advertising

Because the health of our children is important and impacted by media messages, we must understand *how* and in *what* way they are being communicated to. It is also important to understand what techniques are used to illicit attitude change and how they appeal to those youngsters. The ELM shall help us answer the latter questions elaborately. The ELM is of high relevance to advertising persuasion appeals. Simply explained, it “provides a framework for organizing, categorizing and understanding the basic processes underlying the effectiveness of persuasive communication” (Petty and Cacioppo, 1986). It is specifically elaborate on matters of advertising spark, what makes an ad attractive, appealing, credible or believable; thus getting through to the audience. This model establishes that advertisers use persuasive techniques that encompass central or peripheral cues both of which attempt to stimulate the likelihood of persuasion.

According to Sahl, there are two routes to persuasion; “The peripheral one relying mostly on simple cues and environmental characteristics to slowly shift or associate attitudes towards a product or brand. On the other side, a central route, relying on “elaboration” – or thinking about a message to aid consumer’s form (or change) attitudes towards a product/service or brand (Sahl, 2012). The tangible features of an advert comprise the “utilitarian references to product features (such as attributes, applications, and performance) as well as the benefits and value generated from these features. They result in a cognitive consumer response (e.g. evaluation) (Abernethy & Franke, 1996)”. On the contrary, the experiential features of an ad do “evoke sensations, feelings and emotions, imaginations, and lifestyles. They result in an affective response

(e.g., liking) (Brakus, Schmitt, & Zarantonello, 2009; Holbrook & Hirschman, 1982; Schmitt, 1999).

#### A. Central Route

More elaborately, the central cues are rational and logical involving brain-work. Central route requires attentiveness; ‘being there and taking it seriously’. The central route is also referred to as “a person’s careful and thoughtful consideration of the true merits of the information presented in support of an advocacy” (Petty and Cacioppo, 1986). It entails active cognitive involvement and effortful thinking about the message or stimulus. “Think of social marketing campaigns as often using the central route: logical information and strong/clear messages (for example the NHS Swine Flu advert)” (Dahl, 2012). Cacioppo and Petty also talked about two key important factors playing an important role in message comprehension and attitude change; which are motivation and ability to process the message.

##### i. Motivation-

Relevance trigger interest thus motivation to process a message. Only when one connects, relates to a message that holds meaning to them and their lives are they motivated to invest the time and energy to think about it. “In order for the receiver to have motivation to process the message it must have some relevance to them. It should pertain to something that one already knows about. At least some familiarity with the subject matter of a message will encourage the receiver to process it. People have a lot to do in a day. They don’t have a chance or desire to think about every little thing that pops up. This is known as low involvement.

When a person has little or no tie to a product or message, they have little involvement with it and thus little or no desire to hear much about it” (University of Oregon, 2010). An example of high involvement and message relevance is a doctor talking to a mother about how mothers should protect a child’s health; the message is relevant to her so she is keen to learn about its content. Also, a new cure for cancer would be of high involvement for cancer patients and so on.

ii. Ability To Process Messages-

“Now the receiver has been motivated to process but does he have the ability to do so? There may be a multitude of distractions: the kids screaming for dinner, the neighbor is at the door for another cup of sugar. Competition among persuasive messages is fierce and the receiver’s time is precious. An audience may not be ready at this point in time to elaborate on the message for many different reasons; such can hinder him/her from going to the next level in the concept” (University of Oregon, 2010).

Lack of ability to process the message can result in disinterest and lack of comprehension. For example, “the information being conveyed may be too complex to comprehend. An asthma sufferer will surely want to know about the new product but if the ad contains a lot of technical and medical jargon, the patient is likely to be turned off because she simply cannot understand the diction. She will not elaborate on the message” (University of Oregon, 2010).

- iii. Children Have Less Motivation And Ability To Elaborate On Messages-  
highlighting the age factor

According to Cacioppo & Petty, “a very young child probably has little motivation to think about the true merits of people, objects, and issues, and even less ability to do so. Thus, attitudes may be affected primarily by what feels good or bad. As children mature, they become more motivated to express correct opinions on certain issues, but their ability to scrutinize issue-relevant arguments is still poor. Therefore, they may be particularly reliant on what others say and do and certain cognitive rules developed from experience such as, "My mother knows what's right," or "If I play with it, I must like it." (Cacioppo & Petty, 1986). Consistent with this reasoning, children have been shown to be more susceptible to appeals based on behavioral cues and self-perceptions than issue-relevant argumentation (e.g., Miller, Brickman, & Bolen, 1975).

#### B. Peripheral Route

Contrary to the central cues, the peripheral cues are the emotional triggers, fancy appearances and displays, generally focusing on message attraction qualities. For example, perfume advertisements most commonly use sexual appeal and/or celebrity endorsement to associate an appealing actor or actress with the perfume, besides relying on the brand image. There is no functional benefit communicated about using the perfume, because it is too obvious. “Most perfume ads are an example for using peripheral routes: often containing no (obvious) message, and simply relying on the person(s) depicted in the advert and general brand ideas to convey the perfume attributes” (Dahl, 2012).



Some critics have perceived the peripheral route as less persuasive, weak and more conditional on message repetition to illicit behavioral change unlike the central route (Dahl, 2012). Yet, “recent research, suggests that emotional content when strong, impressive and attractive enough has the power to stimulate brand favorability even when rational content has no effect. The “‘hierarchy-of-processing’ model shows how advertising can influence brand choice without the need for informational persuasion or high attention” (Heath, 2007). In fact, the “Oxford Dictionary defines persuasion as ‘to induce, lure, attract, entice’. (op. cit.). This implies that a verbal or rational process is not necessarily needed for persuasion to take place, as the words used (induce, lure, attract, entice) all relate more to feelings and emotions as they do to thinking” (Heath, 2007).

i. Celebrity Endorsement

In the peripheral route, persuasion can be derivative from an association with source attractiveness, popularity credibility, with less critical thinking and less focus on product qualities. Celebrity endorsement is one of the most commonly used techniques in Peripheral route in ads. An example of celebrity endorsement is, Nancy Ajram, the famous Lebanese singer, promoting Coca Cola ads and who was believed to have an influence on the formation process of attitudes; attitudes towards ad and product all of which reflecting on consumer’s purchase behavior. Nancy Ajram is the “first and only female sponsor and spokesperson of Coca-Cola in the Middle East and Arab world, releasing several promotional Coke anthems that became instant smash-hits, such as "Oul Tany Kida", "El Donya Helwa", "Noss elKawn" and "Shaggaa' Bi Alamak (Waving Flag)". She also promoted Damas, Sony Ericson and Hawawii.

Other common examples are Beckham and Sara Vergara ad for Pepsi and Burger King, with Beckham and of course there are many more.

### 3.7 Evolving Trends in ELM

#### a) Central Cues During Early Market Capitalism *Evolves To* Peripheral Cues During Industrialization

It is important to note that early days of advertisements depended more on logical cues to persuade consumers. “Sociological research had shown that early market capitalism resulted in what sociologist Max Weber called the “disenchantment of the world,” stressing rationality and functional utility (Weber 1978). Following Weber (1978), Inglehart (1977, 1990) argued that industrialization leads to a shift from traditional to secular-rational values.” (Brakus, Schmitt, & Zarantonello, 2009; Holbrook & Hirschman, 1982; Schmitt, 1999).

Research in the field of advertising established that; “rationality and functional utility is reflected in a predominance of cognitive responses that reflect product application, product performance, and benefits that provide functional value. However, later forms of capitalism (or post-industrialization) result in a postmodern society and “re-enchantment,” and a shift toward post-materialist, emotional values, where hedonic, emotional, and imaginative ads become more important (Firat & Venkatesh, 1995; Inglehart 1977, 1990; Jenkins, 2000; Ritzer, 2005). In other words, as markets develop, functional benefits are not a merit any more, it is taken for granted.

b) Central Cues In Emerging Markets Versus Peripheral Cues In Developed Markets

Previous studies have associated dominance of central cues to early stages of market development where consumers are apprehensive about fulfilling basic needs; food, shelter and clothing. Such primary needs closely relate to functional aspects of products (Zarantonello, Jedidi, and Schmitt, 2012). Thus, this kind of consumer expects a simple, direct and logical message. They care about; value for money, product quantity, offers, reduced prices and product availability. For example, lower social classes in Egypt are price sensitive; they want to hear about savings, promotion and by-piece selling. *They want to buy diapers for their children by piece and they can not afford bulk shopping.* In such cases; fancy, prestige and luxury themes are irrelevant. Such consumers are “more concerned about fulfilling basic rather than high-order needs” (Zarantonello, Jedidi, and Schmitt, 2012).

In developed markets, on the other hand, “high-order needs can be fulfilled via the sensory and emotional aspects of products (e.g. aesthetics and self-expression)” (Zarantonello, Jedidi, and Schmitt, 2012). In fact, they do “know when a product works and are less impressed by the functional attributes displayed in ads. They thus focus on deriving positive affect from the experiential ad components and become subject to an experiential route of persuasion” (Pine & Gilmore, 1999). Most developed markets witness this transformation; “a shift from functional toward more experiential communications has been reported over the years” (Schmitt, 1999; Schmitt, Rogers, & Vrotsos, 2003).

### C) Marketing strategy and the shift from the Central to Peripheral Route

Central processing has a dominant persuasive power “often used when there is a “good” message and a limited budget” (Dahl, 2012). An example of a brand that shifted strategy from peripheral to a relatively central approach is Belvita breakfast cookies. And that is understandable for two reasons; first, they do have a strong logical message to communicate; being a high nutrition product. Second, they have a budget limitation, cannot afford the financial burden of ad repetition required by the peripheral route that is not necessarily paying back. “Think of a central strategy: strong arguments, scientific support, for demonstrating that Belvita is in a different category than normal biscuits (i.e. supposedly releases “slow energy”, a reasonable breakfast replacement, wholegrain etc) (Dahl, 2012). These claimed product attributes (and perception/ attitude change) require more elaboration than a peripheral route would be able to provide. This explains why Belvita is “dropping the celebrity endorsement route-and focusing more on central, ‘message-heavy’ route” (Dahl, 2012). Belvita’s marketing team did realize that they have “a reasonable product proposition- and that low processing, peripheral type advertising strategies are unlikely to create the desired effect” (Dahl, 2012).

### D) A Skew Towards Peripheral Cues In Children ads

Children ads depend largely on peripheral cues for two reasons:

First it does not require complicated brain-work as it depends more on fantasy, cartoon, fun and imagination. Therefore, brand marketing teams are likely to choose this approach when communicating to children. “Previous research has shown that children are particularly susceptible to peripheral cues in advertising, such as implying approval from adults or peers, mood alteration or suggestion of increase of speed or strength. In addition,

researchers also coded for the presence of special effects, animations etc., as these were found to be particularly persuasive for children in previous research (Dahl, 2012).

Second, peripheral cues depend largely on repetition, which is how youngsters learn. It is important to recognize that repetition is a necessary building block in the learning process of children. “Learning, or the growth of neural connections in the brain, is strengthened through repetition. Children’s brains KNOW that they need repetition” (Sterling, 2011). Since early years and onwards, “repeating words and actions over and over again helps toddlers learn the consequence of an action. Your baby learns that if he throws his cup from the highchair, it will fall to the ground. He does this over and over, not to annoy you but to learn about cause and effect (Sota, 2011).” According to the Social Cognitive Theory “children can learn from observations specially if repeated, directly or indirectly reinforced, and the audience feels competent in doing them” (Nada, 2016).

### 3.4 Applications of the ELM in Food & Beverages Adverts

Children are subject to a huge amount of food advertisements on screens; some directed to children, some to adults and others are general, speaking to both. This study attempts to unearth appeals used to persuade children and illicit change, be it positive or negative. Are they talking to the mind of the child through facts? Are they talking emotional? Are they talking both? Or are they taking the heart for granted, encouraging unhealthy eating habits? The ELM has been used to analyze content of food advertisement and uncover appeals used to promote different types of food ads, be it healthy or unhealthy food. “Because food advertising is likely to influence the children targeted, advertisers are likely to use persuasive appeals that feature either central cues that are directly related to food product attributes (e.g. taste, nutritional information, quantity) or peripheral cues that are not directly related to advertised food products (e.g. adult approval, peer acceptance, mood alteration)” (Lee and Hong, 2015).

#### i. Central Cues in Food and Beverage Adverts

To elaborate on appeals used in children food advertisements Lee and Hong explain that “central cues aimed at children can include the persuasive appeals of product attributes such as nutrition information, taste/flavor, monetary value, quantity, and convenience” (Lee and Hong, 2015). Examples of nutrition claims are; high in calcium, rich in protein and zinc, as mentioned in many dairy products. Such are logical claims that speak to the mind and encourage positive attitude change, healthy diet. A common example of central cues used in Egyptian adverts is antiseptic products like Detol and lifebuoy. They teach children that cleanliness is important and how to wash hands

carefully and properly to avoid diseases. Detol claims to “kill 99.9% of bacteria and viruses” last year and this year “be sure of 100% protection.” Lifebouy, its competition also promises “99.9% protection from germs in just 10 seconds. So talking numbers is one common type of central cues, brain-talk.

ii. Peripheral Cues in Food and Beverages Adverts

Unfortunately many unhealthy food products use peripheral route to entice young consumers to consume their product. According to a research study on advertising appeals in children food advertisements, “a common theme or appeal used in food advertising to children was associated with fun/happiness, mood alteration/excitement, magic/fantasy, premium offer and adult approval (Lee and Hong, 2015)”. This study also compares appeals used in high versus low nutrition food. Lee and Hong discovered that low nutritional food ads are skewed towards peripheral appeals while high nutrition ads are skewed towards central appeals.

For example, Connor (2006) established that “magic/fantasy appeal was identified as one of the most frequently used appeal in children-targeted foods.” Similarly, Warren et al. (2008) demonstrated that “appeals with attention-getting techniques, such as special effect cues, were also used in commercials very often and suggested that these appeals are likely to divert children’s attention from pertinent product information because they would limit children’s cognitive processing capability for important nutrition information”(Lee and Hong, 2015). Some of those ads are for unhealthy products and unfortunately with repetition they sink-in the children’s brains. For example, “American children view 2,000

beer and wine commercials per year and 56% of students in grades 5-12 say that alcohol advertising encourages them to drink. Not because the ads have a logical reason but because it promotes being “cool” and peer acceptance besides repetition of the ad” (American Academy of Pediatrics, 2001). These statistics and many other reveal the possible cause and effect between peripheral message repetition and attitude/change.

Unfortunately, some Egyptian ads take for granted the frail critical skills of children. Many Egyptian TV ads focus on the emotional product propaganda rather than providing a true rational or logical benefit. For example, *SinaCola*, an Egyptian soda drink advert, pictures children singing, dancing and having fun on a bus while drinking Sinacola. Sinacola is depicted as the fun and cool product to drink. It makes everyone happy and smart for drinking it, so happiness and smartness appears to be derived from consuming the product. “I’m very happy and very content because I drank Sinacola” sing the children in the ad making the brand the main source of happiness. Meanwhile, there is no disclaimer about possible or potential harms of soda drinks on children when in fact effects of soda drinks on children’s health can be hazardous:

- “1. Soda contains zero nutrients, and is high in calories and sugar. Studies show a strong link between soda consumption and childhood obesity.
2. Soda suppresses the appetite so kids are less likely to eat nourishing foods. Soda drinkers are less likely to get the recommended levels of vitamin A, calcium, magnesium, and other important nutrients.
3. Phosphorus, a common ingredient in soda, can deplete bones of calcium. Girls who drink more soda are more prone to broken bones. Doctors are becoming concerned about the health impact of carbonated beverage consumption on teen-aged girls.
4. Studies show a direct link between tooth decay and soda. Not only does the sugar cause cavities, the acids in soda etch off tooth enamel. Acid can begin to dissolve tooth enamel in only 20 minutes. Dentists are reporting complete loss of



the enamel on the front teeth in teen-aged boys and girls who habitually drink sodas.

4. Caffeine is known to create physical dependence and upsets the normal balance of neurochemistry in the developing brains of children. Caffeine stimulates the adrenal gland without providing the nourishment it needs. In large amounts, caffeine can lead to adrenal exhaustion, especially in children. Colas contain 35 to 38 milligrams of caffeine per 12-ounce can. Diet colas often contain a lot more. A can of Pepsi One has about 56 milligrams of caffeine. Mountain Dew, Mello Yellow, Sun Drop, Jolt, Barq's Root Beer, and Sunkist Orange soda all contain caffeine. Sprite, 7-Up, ginger ale, and many brands of root beer are caffeine-free.
5. Drinking soda every day can lead to blood sugar disorders, including diabetes.
6. Aspartame, used in diet sodas, is a potent brain toxin and endocrine disrupter.
7. Citric acid, often found in soda, may contain traces of MSG. MSG is another potent brain toxin. The artificial flavors found in soda may also contain traces of MSG.
8. Drinking sodas regularly can upset the fragile, acid-alkaline balance of the stomach, creating a continuous acid environment. This prolonged acid environment can lead to inflammation of the stomach and duodenal lining, which can be quite painful.
9. Sodas act as dehydrating diuretics, much like tea, coffee and alcohol, and can inhibit proper digestive function" (Sheppard , 2015).

### 3.5 Criticism of the ELM

Like most theories, The Elaboration Likelihood Model does have its imperfections. “The greatest criticism of the ELM came from Stiff (1985) who suggested that the model had a number of limitations and offered Kahneman’s (1973) Elastic Capacity Model as an alternative perspective of the persuasion process” (Gayle, Beede, Park, Proud, William, & Schultz, Don, 2010). But the original founders of the model replies in three main points:

- i. Firstly, “many other variables in addition to involvement can effect elaboration and the route to persuasion.
- ii. Secondly, these variables can act in multiple roles in different circumstances, for example, the number of message arguments can trigger an inference and act as a peripheral cue.”

And finally, ELM does not preclude multi-channel information processing. (Kerr, (Gayle, Beede, Park, Proud, William, & Schultz, Don, 2010)

Other criticisms of the model included “a failure to capture all possible peripheral influences and an inability to identify and control every cue” (Gayle, Beede, Park, Proud, William, & Schultz, Don, 2010). And also some doubted its external validity for exclusively using a sample of students, which some believe cannot be generalized to other people or situations. Although the above criticism maybe the opinion of some scholars many others found the ELM to be a very viable theory in the field of persuasion be it psychology or mass communication. According to Brockman,

“Limitations of this theory do not inhibit the model from being used as a core reasoning behind the advertising thought process of consumers” (Brockman, 2013).

## **Chapter 4: Research Questions and Method**

### **4.1 Research Questions**

#### *1. Research Question 1:*

Are children exposed to mostly healthy or unhealthy food ads on TV?

Independent variable: According to Wimmer and Dominick (2011) these are the variables that are systematically varied by the researcher. For this hypothesis the independent variable is what are the ads viewed by Egyptian children.

Dependent variable: Wimmer and Dominick (2011) agreed that the dependent variables are studied and their values are assumed to depend on the influence of the independent variable. They added that “the dependent variable is what the researcher wishes to explain” (p.44). On the other hand, the dependent variable is determining whether these ads are for healthy or unhealthy food/beverages.

#### *2. Research Question 2:*

What is the relationship between healthy and unhealthy food ads and *persuasion cues*?

Independent variable: healthy and unhealthy foods

Dependent variable: Persuasion cues used in the ad.

3. Research Question 3:

What is the relationship between healthy and unhealthy food ads and *eating habits promoted* in food ads?

Independent variable: healthy and unhealthy foods

Dependent variable: eating habits depicted in the ad

4. Research Question 4:

What is the relationship between healthy and unhealthy food ads and the *presence of disclaimers in food and beverages ads*?

Independent variable: healthy and unhealthy foods

Dependent variable: presence or absence of disclaimers

5. Research Question 5:

How can advertising *literacy protect, empower and help raise advertising literate children in Egypt*?

Independent variable: Advertising literacy

Dependent variable: protecting and empowering Egyptian children

## 4.2 Research Design and Methodology

This is an exploratory study designed to study the type of appeals used in TV food ads presented to children. The study employs Elaboration Likelihood Model of Persuasive Communication in classifying type of appeals used in relation to type of food presented in ads, healthy vs unhealthy. The ELM theory suggest that a “central route refers to “controlled”, “deep” and “systematic” way of thinking. On the other hand, a peripheral route refers to an “automatic”, “heuristic” and “superficial” type of reasoning. (Durmaz, Suhir, Bir, 2016) This is in an attempt to understand if there is a certain skew of appeals towards a certain type of food i.e. using emotional or peripheral cues dominantly to promote unhealthy foods or the opposite.” Several studies have used this model to analyze persuasive content presented in advertising messages.

*This study employs triangulation mixing quantitative (survey and content analysis) and qualitative (in depth interviews) methods.*

*Why content analysis?* For the purpose of this study a descriptive content analysis will employed to investigate they type of appeals used to compare type of food in the ads with the type of persuasive appeal in those ads. Content analysis is one of the most common methodologies in Mass Communication studies. Content analysis is “currently one of the dominant methodologies employed in public communication, journalism, and mass media research” (Frey et al., 1991). “Neuendorf (2002) describes content analysis as “the primary message-centered methodology” (p. 9) and cites studies such as Riffe and Freitag (1997) and Yale and Gilly (1988) which “reported that

in the field of mass communication research, content analysis has been the fastest-growing technique over the past 20 years or so” (Neuendorf, 2002, p.1).”

*Why in-depth interviews?* For the purpose of this study, in depth interviews will be employed to investigate with professionals how to protect and empower children against manipulative advertising content in food ads, and how to raise advertising literate children. “The in-depth interview is a qualitative method of analysis, which proceeds as a confidential and secure conversation between an interviewer and a respondent. By means of a thorough composed interview guide” (Megafon, n.d). In depth interviews are also suitable with VIPs, and professionals and when “interviewing someone with specific knowledge or if the situation is better suited to sitting down one-on-one” (Kuhn, 2011).

### **Sample of ads**

In order to choose a sufficient sample of food and beverage ads that children are actually exposed to, I conducted a survey among children 7-12 years old to know from the children *which ads they have viewed* in the past two years. Parents signed consent forms and filled those surveys along with their children. This target group was chosen based on their vulnerability and at the same time for their capability to recognize ads. Surveys were distributed through survey monkey, mainly Facebook and email links, and it reached 304 responses. Internet surveys have their advantages; like being cost and time effective, easy to conduct and have no interviewer bias. On the other hand, the disadvantages as they may not be representative of whole population require computer literacy and internet access, yet it does serve the purpose of this study. Accordingly, the

sample is non-probability nonrandom convenience sample. The survey first asked children which ads they recall, spontaneously, and then gives them a list of different food and beverage ads to aid recall of more ads. The list of ads included all food and beverage categories such as; dairy, poultry, oil/ghee, soda drink, nectar, juice, ice cream, gum, chocolate, biscuits, chips, cakes, biscuits, pizza, pasta, fast food (i.e. cook door) etc. All viewed ads from all the questions were listed and taken for content analysis.

It is important to mention that, initially, the researcher intended to take a sample of food and beverages ads from primetime Egyptian Children TV channels (Mickey, Moody, Kooki, and Kidzania). Yet, the sample of food and beverage ads noted was small, lacked diversity (very high repetition of ads, yet number of ads are low) and were insufficient, since, it is not a season for ads, unlike Ramadan. (Primetime as received from TNS Egypt Media Department included in Appendices). Thus, the researcher resorted to online surveys. After removing repeated ads the final sample was 100 ads which made a total of 312 minutes of analyzed ads.

### **Sample of interviewees**

For this part of the study, a non-random, non-probability purposive sample was employed. In depth interviews were conducted with media literacy professionals and marketing professionals in the field of food and beverages in Egypt. As a qualitative method it has its pros in getting in depth information but of course it suffers lack of external validity and small sample size, yet, it serves the purpose of the study by giving us a sneak peek from professionals in the field of advertising and media literacy.



Interviewers were assured confidentiality. Questions were semi structured open ended and natural setting allowed for follow up questions and further clarifications when needed.

### **Unit of Analysis**

“The unit of analysis according to Dominick and Wimmer (2011) is the smallest element but the most important one in the content analysis. They added that in television and movies analysis, it can be characters, acts or entire programs.” The unit of analysis for this study consists of the individual advert and will be analyzed for type of food/beverage advertised (healthy vs unhealthy), types of persuasive appeals employed, eating habits endorsed, and presence of disclaimers.

### **Measures**

Advertising appeals were founded in the Elaboration Likelihood Model and was based on previous studies using ELM to classify appeals. Tastes, preference in food ads were included in this study. The final codebook consisted of appeals each operationally defined elaborately. Since some commercials have more than one appeal each appeal was coded as being present, so appeals are not mutually exclusive.

### **Operational definitions**

Term	Operational Definition
Ad Number	Each ad is given a number, 1-100.
Brand Name	What is the name of the brand being advertised for i.e. Pepsi, Cook Door, etc
Sub brand name	i.e. Juhayna has sub brand like Pure Juice etc
Ad length	How long is the ad?

Range of main characters in the ad?	<p>Child: 0-12</p> <p>Teen 13- 19</p> <p>Young adult 20-29</p> <p>adult 30-40</p> <p>Old 41+</p>
FOOD TYPE	
1. Food Type	<p>Healthy food and beverages is defined sit in restaurants, providing healthy food (as defined below) as; water, bread/ grain, vegetables, fruits, fresh juices, egg, dairy products, meat, fish and chicken, nuts, olive oil, healthy condiments such as Hummus and Mustard.</p> <p>Unhealthy food and beverages- is fast food restaurants that serve burger and pizza and fried chicken i.e. MacDonald's, Burger King, KFC, Hardees, Cook Door, Mo'emen etc. The definition also includes soda (includes but not limited to Sinacola, Coke and Pepsi) and energy drinks (Red Bull), caffeinated drinks (coffee, tea), sugared cakes and cereals, candy and sweets (cotton candy, candy, jelly beans, lollipops, chocolates and gum), chips and puffs, sweet cakes, unhealthy condiments include; mayonnaise, ketchup, barbeque sauce, hot sauce, honey mustard, soy sauce, Butter, ghee and vegetable oil, packed sugared juice, processed jam.</p> <p>Definition of healthy and unhealthy retrieved from (Lee, Hong, 2015).</p> <p>Definition of condiments retrieved from; (The 5 Healthiest &amp; 5</p>

	Worst Condiments for Your Body, 2015) Jam is also considered unhealthy condiment since it has preservatives, coloring and flavors chemicals, and the fruit loses its vitamins from overheating, the jamming process; “jam is a bunch of garden grown fruit, heated up with sugar and pectin. At its worst, it is pesticide laden fruit, heated up with sugar, some preservatives and maybe even a few artificial flavors and colors” (Ochel, 2013).
TYPE OF APPEALS EMPLOYED IN AD	
Type of appeal and its classification	Appeals are triggers to persuasion. They are classified to central route and peripheral route of persuasion with a list following each for elaboration and ease of classification.
CENTAL ROUTE TO PERSUASION	
A. Type of Central cues- plays on logic.	<p>a. Taste/flavor- “any association related to taste or flavor of the product” (Gbadeyan. (2010)</p> <p>b. Nutritional content- nutritional information or claims “such as ‘high in calcium’ or ‘light’, are a form of rational appeal used to highlight the levels of key nutritional aspects of a product.” (Lee and Hong, 2015).</p> <p>c. Health/wellbeing- ‘Gives the message that the product is healthy or nutritious or uses words such as ‘healthy’ or ‘nutritious’” (Randy, Page, Berwster 2007).</p> <p>d. Convenience- “Convenience, not only in preparation, but also in buying, storing, eating and disposing of, is a quality</p>

	<p>aspect the importance of which has been rising,” (Grunert, 2006). “Americans are constantly looking for “on-the-go” options, or quick and easy meals to prepare for themselves or for their families during their busy days. Products such as Kraft Easy Mac, Campbell’s Soup At Hand, and Quaker Oatmeal To Go are a few examples of the “convenience foods” that can be marketed towards people who generally have a fast-paced, busy lifestyle - such as moms, teenagers, businesspeople, etc” (Keller, 2012)</p> <p>e. Value for money- “value for money (bargain, price, cost) as a selling point” (Page and Brewster, 2007)</p> <p>f. Quantity/size-“refers to the size or amount of the food advertised.” (Randy, Page, Berwster 2007)</p> <p>g. New product- reflects novelty and something that is new to the market. I.e. a new flavor or a new initiative product/ innovation i.e La Vache Qui Rit cheese with sticks etc.</p> <p>h. Scientific information- “Was any scientific, factual or technical information included? For example, the way the product’s ingredients work (‘slow energy releasing’ ingredients), or a visual depiction of the product ‘taking effect’ in the body” (Furnham and Sixsmith, 2010).</p> <p>i. Reality- “Reality versus fantasy. Was the advertisement based (primarily) in reality or fantasy (e.g. impossible,</p>
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	computer-generated events, even if the central figure was real)?” ” (Furnham and Sixsmith, 2010).
PERIPHERAL ROUTE TO PERSUASION	
6. B. Types of Peripheral cues in food ads- plays on emotions and superficial qualities.	<p>a. Premium offer-“the premium provides something free with a purchase which is not related to qualities of the products... for example Mac Donald’s happy meal includes toys” (Lee and Hong, 2015).</p> <p>b. Contest- Promise opportunities to win free products. I.e. buy a Mega ice cream and win a Mercedes. Ex buy a product and entering a lottery for a car.</p> <p>c. Peer acceptance- “Shows children in groups of friends or other peer acceptance children depicting the themes of friendship, peer acceptance, or popularity” (Randy, Page, Berwster 2007).</p> <p>d. Adult approval or parental pleasing- the ad includes an adults approving or encourage consuming the advertised food. “Shows parents (or other adults) pleased because a child or character is consuming a product; displays parental satisfaction” (Randy, Page, Berwster 2007).</p> <p>e. Magic/fantasy- “impossible, computer-generated events, even if the central figure was real?” ((Furnham and Sixsmith, 2010). “Fantasy/imagination-Imaginary characters, situations, or events or uses words ‘fantasy’,</p>

	<p>‘imagination’, or similar expressions” (Randy, Page, Berwster 2007).</p> <p>f. Action/ adventure- “Adventure Shows adventurous activities or contains explicit talk of adventuresome activity” (Randy, Page, Berwster 2007).</p> <p>g. Mood alteration- a mood shift or transition from sad or bored to happy, excited or energetic, from low self-confidence to high self-confidence, from negative to positive.</p> <p>h. Speed/ strength- “action and speed as the primary reasons for purchasing the product” (Gbadeyan, 2010). “Shows characters participating in sports or exercise or states that the product improves sports performance, strength, power, speed, stamina, etc” (Randy, Page, Berwster 2007).</p> <p>i. Achievement/ accomplishment-“Depicts an accomplishment or achievement is tied to the product or uses words associated with achievement, accomplishment, or reaching goals” (Randy, Page, Berwster 2007).</p> <p>j. Fun and happiness- “either explicit or implicit in depicting or associating the advertised food product with fun or happiness.” (Randy, Page, Berwster 2007), “This cue is typically used to associate the advertised food with happiness and fun rather than any actual product qualities</p>
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	<p>or benefit (Buijzen and Valkenburg, 2002; Connor, 2006; Folta et al., 2006; Page and Brewster, 2007). Kunkel and Gantz (1992) also claimed that the prevalence of fun appeal in food advertising to children simply offers positive feelings with the advertised food consumption” (Lee and Hong, 2015). “Typically, child actors or animated characters portrayed in food and beverage commercials are depicted as having fun with their peers and showing happy feelings when consuming the advertised food product (Center for Science in the Public Interest, 2003).“Non-verbal display of happiness is prominent or uses the words ‘fun’, ‘happiness’, or similar expressions” (Randy, Page, Berwster 2007).</p> <p>k. Spokes Characters, ties-ins and celebrity endorsement: “Did the advertisement use any celebrities or well-known personalities to sell the product? E.g. endorsements by sports players or well-known branded characters” (Furnham &amp; Sixsmith, 2010). Means “utilizing TV movie characters, star musicians and athletes, taking advantage of children’s familiarity with, affection for or admiration of them. Younger children may not understand that spokespeople are paid to promote products, and small child may not even understand that cartoon characters don’t even exist</p>
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	<p>(Branding Children: Marketing Techniques, 2003).</p> <ul style="list-style-type: none"> <li>l. Branded characters-“Popular animated characters used to sell products ranging from cereal to vacations” (Calvert, 2008) i.e. Mac Donalds family, Dango, and Todo.</li> <li>m. Humor- “a form of communication in which a complex, mental stimulus illuminates or amuses, or elicits the reflex of laughter” (The Encyclopedia Britannica).</li> <li>n. Music and jingles-using songs, melodies and jingles to engage audience with the ad.</li> <li>o. Indulgence and taste enjoyment- any sounds and body gesture or words communicated about product taste enjoyment and indulgence.</li> </ul>
<b>SEX APPEAL</b>	
Types of sexual appeal:	<p>"Researchers found seeing an attractive man or woman in an advert excites the areas of the brain that make us buy on impulse, bypassing the sections which control rational thought. Their study found that adverts using logical persuasion (LP) - simple, convincing facts - are less effective in making us spend than adverts using non-rational influence (NI) – feel good, stimulating images. This is because NI bypasses the parts of our brain that process ideas logically and rationally". This and this is exactly what peripheral cues are about. (Sex DOES sell... and here's why: Attractive men and women in adverts affect our capacity for</p>



rational thought, 2011).

- “Sexual distraction, even if it is irrelevant to the product being advertised, can play a positive role in the communications process. Even though distraction hypotheses do not form the theoretical bases for the reported research on sex in advertising, there is evidence that distraction provides the rationale for its practical use. Danielenko (1974) cites an argument for using sex in advertising based on the premise of blocking counterarguments of a hostile receiver. The claim is that a sexy stimulus distracts the consumer and no counterarguments are initiated. The result is that the consumer remembers less about the ad, but is persuaded more than if a non-distracting stimulus is used” (Wilson & Moore, 1979).

Three Types of sex appeal:

- a. Physical Attractiveness-The use of very attractive models in advertising is a form of sex in advertising. “Physical attractiveness can be conveyed through facial beauty, physique, hair, skin complexion as well as by the model's inferred personality. Nudity can also be a form of physical attractiveness. This form of sex in advertising is effective as it draws attention and influences the overall evaluation of the ad. Furthermore, such ads create an association between physical attractiveness and the product, sending a message to the

consumer that buying it they will help them achieve that physique” (Reichert, 2011). Physical attractiveness theme; “shows physical attractiveness as a theme; depicts or states that the product is related to beauty, looks, or physical attractiveness or uses words to this effect” (Randy, Page, Berwster 2007). It also implies “improving personal appearance as the main reason for having the product” (Gbadeyan, 2010).

Sexual behavior-“Sex in advertising is also incorporated using hints of sexual behavior. The latter is communicated by the models using flirtatious body language, open posture and making eye contact with the viewer. Sexual behavior can also be displayed using several models interacting in a more or less sexual way. Sexual behavior in advertising is used to arouse sexual interest from the viewer” (Reichert, 2011). “Here are some of the behaviors that women do (consciously and subconsciously) while trying to entice a man: “Like Marilyn Monroe, women who are trying to entice a man tend to raise their eyebrows and lower their lids because it looks similar to the face women make when they are experiencing pleasure. Looking up and to the side at a man is another ‘come hither’ look from a woman to a man. A sideways glance over a raised shoulder highlights curves and the roundness

of the female face. This signifies estrogen and exposes the vulnerability of the neck and releases pheromones. Women instinctively do this when trying to flirt. Women toss their hair or touch their neck when flirting because it exposes the armpit, which releases sex hormones, shows the curvature of the neck and highlights shiny healthy hair”. (Edwards, 2016).

c. Sexual Referents-“Sexual referents are a more implicit example of sex in advertising. Sex can be invoked in advertising using sexual double entendre or innuendos. The latter rely on the viewer to interpret them. They can be words or images that while not being explicitly sexual, trigger sexual thoughts from the viewer. Elements such as lighting, music, models’ behavior and camera effects can contribute towards communicating implicit sexual meaning. Sexual referents are a powerful tool as they drive viewers to create sexual thoughts and interpretations of the product.” (Reichert, 2011).Ex: Juhanya and El Dondo in reference to female body part. Another example is, Mangum ice cream advert with the claim "*give in to it*". "We can interpret this in two ways. Firstly that *it* has a connoted meaning of sex, which ties into the advert’s sexual imagery and presents the consumer with another hollow referent (Williamson 1978). However, we can also suggest that by telling the consumer to *give in to it* the advertiser is providing an alibi for hedonic self-

	indulgence (O'Shaughnessy and O'Shaughnessy, 2002).
<b>EATING HABITS ENDORSED</b>	
Eating incident in ad	<p>a. "Snacking ("food incidents outside/not part of a meal was coded as snack. When typical snack foods were eating during a meal (e.g. chips with a burger, the incident was coded as a meal).</p> <p>b. Meal (product is part of a proper meal i.e. breakfast, lunch or dinner. Several on screen cues were used to identify meals, including time of day (e.g., food eaten in a cafeteria during school day was coded as lunch), number of foods (eg, multiple food items served at a table, dialogue spoken (eg, another dinner got away from you?), and other context (eg, table set for a family)))" (Eisenberg, Larson, Gollust, Neumark-Sztainer, 2016)</p>
Weight status	<p>a. "Thin/underweight: ("if the character's appeared thinner than normal with obvious clavicle bones, facial bones, rib cage, or other bones protruding; if the character's body mass index (BMI) were calculated, it would be less than 18.5 kg/m<sup>2</sup>.")</p> <p>b. Overweight: "if the character had excess body fat (eg, obvious pot belly); if the character's BMI were calculated, it would likely be from 25.0 to 30.0 kg/m<sup>2</sup></p> <p>c. Obese "A character's weight status was coded as "obese" if the character carried excessive amount of weight; if the character's BMI were calculated, it would likely be more than 30 kg/m<sup>2</sup>."</p> <p>d. Average weight: "All other characters were coded as "average</p>

	weight”” (Eisenberg et al., 2016).
Encouraging over-eating	<p>Encourage children to overeat includes:</p> <ul style="list-style-type: none"> <li>- Depicting children eating huge quantities of food and depicting it as positive behavior.</li> <li>- Also, showing big portion sizes and exaggerated quantities of food as attractive.</li> </ul> <p>Ex: claims like ‘fit them all in your mouth’, ‘tons of food heading over a mouth’, ‘more is better’ theme or ‘you can’t get enough theme’, ‘once you start, you can’t stop’.</p>
Food as toy	When “the <i>food is designed to be used in play or be played with</i> ” (Branding Children: marketing Techniques, 2003). i.e. Kinder Egg.
Fake vegetables and fruits	Associate food with images of healthy ingredients like fruits and vegetables while they don’t have neither food or vegetables in their component. I.e. Endoomy and Haribo fruits jelly beans.
Energy Expenditure	<p>"Sedentary behavior refers to “any waking activity characterized by an energy expenditure <math>\leq 1.5</math> metabolic equivalents <i>and</i> a sitting or reclining posture. In general this means that any time a person is sitting or lying down, they are engaging in sedentary behavior. Common sedentary behaviors include TV viewing, video game playing, computer use (collective termed “screen time”), driving automobiles, and reading....Why do we care about sedentary behavior?</p>

	<p>Recent evidence suggests that having a high level of sedentary behavior negatively impacts health independent of other factors including body weight, diet, and physical activity. For example, a 12-year study of 17,000 Canadian adults found that those who spent most of their time sitting were 50% more likely to die during the follow-up than those that sit the least, even after controlling for age, smoking, and physical activity levels” (What is Sedentary Behavior?, 2012).</p> <p>“Activities were classified into four categories: sedentary behaviors (lying, sitting, reading a book, working at a computer, sorting paper), cycling (indoor and outdoor), ambulation (treadmill, carrying a box, and natural walking), and lifestyle (painting a wall, sweeping the floor, folding laundry)” (Rosenberger et al., 2013).</p>
<b>DISCLAIMERS</b>	
Disclaimers	<p>“A disclaimer is a disclosure made with the purpose of clarifying potentially misleading or deceptive statements made within an advertisement. A health or nutritional claim refers to a situation when the product advertised spells out a health or nutritional statement in words or in written format.” (Prathapan et al., 2016).</p> <p>“Were any disclaimers relating to advice or warning about (excessive) consumption of the product (of the type ‘Enjoy as part of a balanced diet and active lifestyle’— usually written in small</p>

	print at the bottom of the screen) included?” (Furnham and Sixsmith, 2010). They can be audio, video only, audio and video, or none existent (Gbadeyan, 2010).
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### **Inter-coder Reliability**

Wimmer and Dominick (2011) emphasized that reliability is crucial to content analysis. They clarified that for research to be reliable, the repeated measurement of the same material should produce similar decisions. Inter-coder reliability is defined by Wimmer and Dominick (2011) as the agreement levels between the coders for the same content using the same coding instrument. Two coders, the researcher and a member of the teaching staff of the Media College of Al-Ahram Canadian independently coded the 10% of the total sample. Training sessions were conducted for variable definitions and identification through jointly coding examples in order to update and fine-tune the coding sheet and agree on specific coding rules. Finally, coders reached 95% agreement and less across all questions and coding choices.

## Chapter 5: Results

### **1. Research Question: Are children exposed to mostly healthy or unhealthy food ads on TV?**

Only 26% of the ads children are exposed to are about healthy food or beverage ads. This means that the total number of healthy food ads is low. It is worth noting that, 16%, of the 26% percent healthy ads, are concentrated in dairy products, followed by sit-in restaurants 4%. It is important to know that some categories that are very crucial for the child's development like vegetables, fruits, eggs, meat, fish, nuts, healthy condiments were completely absent.

It has been noted that most of the ads recalled by children were ads for general audience and not specifically designed for children, barely is there any ad that is designed for the child.

Table1

#### *Healthy Food and Beverage Ads*

Healthy Food	Frequency	Percent
Sit-in restaurants, providing healthy food	3	3.0
Water	1	1.0
Bread/ grain	3	3.0
Dairy product	16	16.0
Chicken	2	2.0
Other	1	1.0
None	74	74.0
Total	100	100.0

On the other hand, children are exposed to 74% unhealthy food ads. In the survey, when children were first asked to recall all food and beverage ads they are exposed to; categories most recalled spontaneously were chips and puffs, soda drinks, candies and sweets followed by sweet cakes. Number one most recalled ad was for Marbella gum,



238 (out of 304 respondents) reported it spontaneously and through aided recall questions. In fact, parents reported that children started singing its song the moment they recalled the ad. Second is Chipsy ad where 228(out of 300) respondents recalled their ad “don’t stop the smile” and 204 recalled Chipsy Medhat Shallaby’s ad (the famous Egyptian football figure), so again Chipsy is a top brand using popular figures from athletes (Medhat Shalaby) to famous comedy actors (like Ahmed Helmy), Coke customized cans campaign “The world is sweeter with” receiving 209 votes and Pepsi’s “Ahmed El Nenny football player” ad were also highly recalled 184 times. 214 children recalled Freska chocolate ad. To sum up, top of mind ads and even aided ads were dominantly unhealthy ads. This was further confirmed by the content analysis classification of recalled food and beverage ads as healthy and unhealthy. The 74% of food and beverage ads our children are exposed to are concentrated in; candy, sweets, chips and puffs, sweet cakes, soda and energy drinks and fast food restaurants.

Table2

*Unhealthy Food and Beverage Ads*

Unhealthy Food	Frequency	Percent
Fast food restaurants	8	8.0
Soda and energy drinks	9	9.0
Caffeinated drinks	2	2.0
Candy and sweets	15	15.0
Chips and puffs	14	14.0
Sweet cakes	12	12.0
Sugared cereal	2	2.0
Butter and vegetable oil	3	3.0
Others	9	9.0
None	26	26.0
Total	100	100.0

## 2. Research Question 2: What is the relationship between healthy and unhealthy food ads and persuasion cues?

### Central and Peripheral Cues

Taste/flavor has the highest concentration and basically is what made the percentage of central cues higher than expected. Taste and flavor is when the ad mentions all the product's different tastes/flavors. It is understandable that marketers invest a lot in ads so they cannot go without presenting to the audience all their flavors i.e. Chipsy is one of the common examples; with cheese flavor, kebab flavor, tomato flavor etc. Another example is Kunuz candy presenting its different fruit taste/flavor. Yet, most other central cues were absent or had low presence. 26% of ads had no central cues at all, not any type.

Table3

*Central Cues in Food and Beverage Ads*

Central Cues	Count	Column N %
Taste/flavor	51	51.0%
Nutritional content	13	13.0%
Health/wellbeing	5	5.0%
Convenience	4	4.0%
Value for money	2	2.0%
Quantity/size	6	6.0%
New product	13	13.0%
Scientific information	3	3.0%
Reality	12	12.0%
None	26	26.0%

On the other hand, peripheral cues were highly employed 97% of the time across all ads, only 3 ads out of the 100 ads had no peripheral cues. It seems that it is actually unlikely to have a food or beverage ad without having peripheral cue/s. Humor

is the highest employed cue 47%, followed by music and jingles 29%, fun and happiness 29%, magic and fantasy 24% and taste indulgence 20%.

Table 4

*Peripheral Cues in Food and Beverage Ads*

Peripheral Cues	Count	Column N %
Premium offer	4	4.0%
Contest	6	6.0%
Peer acceptance	4	4.0%
Adult approval or parental pleasing	14	14.0%
Magic/fantasy	24	24.0%
Action/ adventure	9	9.0%
Mood alteration	8	8.0%
Speed/ strength	6	6.0%
Achievement/ accomplishment	10	10.0%
Fun and happiness	29	29.0%
Spokes characters, tie-ins and celebrity endorsement	14	14.0%
Branded characters	5	5.0%
Humor	47	47.0%
Music and jingles	29	29.0%
Indulgence/taste enjoyment	20	20.0%
None	3	3.0%

**Central and Peripheral Cues in Relation to Healthy and Unhealthy Ads**

It is important to note that almost all ads healthy or unhealthy mixed between central and peripheral cues. Surprisingly, healthy foods ads used almost as much peripheral cues as unhealthy ones. Yet, unhealthy food ads employed much less central cues in its communication tactics when compared to healthy food and beverages ads where central cues were much higher.

As for central cues, taste and flavor were high among both healthy and unhealthy food ads but they were higher among unhealthy food (52.7%) versus healthy food ads (46.2%). New product was much higher among unhealthy food 14.9% versus 7.7%. Examples are introducing new packed juice, like Marie treats, new chips flavors, new

sweet cakes like ToDo Bomb etc. Health and well-being were naturally higher among health food and beverages, which makes a lot of sense (15.4% healthy versus 1.4% unhealthy).

Tables 5

*Central Cues In Healthy Versus Unhealthy Ads*

Central Cues	Healthy		Unhealthy	
	Count	Column N %	Count	Column N %
Taste/flavor	12	46.2%	39	52.7%
Nutritional content	8	30.8%	5	6.8%
Health/wellbeing	4	15.4%	1	1.4%
Convenience	0	0.0%	4	5.4%
Value for money	0	0.0%	2	2.7%
Quantity/size	2	7.7%	4	5.4%
New product	2	7.7%	11	14.9%
Scientific information	2	7.7%	1	1.4%
Reality	5	19.2%	7	9.5%
None	4	15.4%	22	29.7%

Top peripheral cues in healthy food ads were humor (50%), music and jingles (26.9%), adult approval or parental pleasing 19.2%. The almost absent cues in healthy ads were premium offer, contest, peer acceptance, and action and adventure. Top peripheral cues in unhealthy food ads were humor (45%), followed by fun and happiness 33.8%, followed by music and jingles 29.7%, followed by taste enjoyment and indulgence. Unfortunately, fun and happiness themes are excessively associated with unhealthy products, making them appealing to children. Taste indulgence and focus on the sensory experience was much higher among unhealthy food ads 24.3% than healthy food ads 7.7% i.e. Galaxy chocolate ad focus a lot on taste, closing the eyes while eating the chocolate and the sound of enjoyment “mmmm” is an example of sensory indulge that is beside of course showing image of the flowing melting

chocolate in a very attractive, mouthwatering way. Most commonly recalled ads for using *contests* was Cook Door fast food restaurant ad, “Win what you wish for....from a cars, motorcycles, to mobile phones” and Temmy’s sugared cereal and energy bars “Everyone is winning; car, laptop, PlayStation, kitchen machine, tablet.” Contests can be deceptive because many children “do not know how slim their odds of winning are” (Branding Children: marketing Techniques, 2003). They give children a fake hope of winning something big to encourage repeated purchase “children are required to purchase a product many times in order to obtain the toy or other premium.”(Branding Children: marketing Techniques, 2003). Least employed peripheral cues among unhealthy food were; branded characters, speed/ strength, and mood alteration.

Tables 6

*Peripheral Cues In Healthy Versus Unhealthy Ads*

Peripheral Cues	Healthy		Unhealthy	
	Count	Column N %	Count	Column N %
Premium offer	0	0.0%	4	5.4%
Contest	1	3.8%	5	6.8%
Peer acceptance	0	0.0%	4	5.4%
Adult approval or parental pleasing	5	19.2%	9	12.2%
Magic/fantasy	4	15.4%	20	27.0%
Action/ adventure	0	0.0%	9	12.2%
Mood alteration	4	15.4%	4	5.4%
Speed/ strength	2	7.7%	4	5.4%
Achievement/ accomplishment	4	15.4%	6	8.1%
Fun and happiness	4	15.4%	25	33.8%
Spokes characters, tie-ins and celebrity endorsement	3	11.5%	11	14.9%
Branded characters	2	7.7%	3	4.1%
Humor	13	50.0%	34	45.9%
Music and jingles	7	26.9%	22	29.7%
Indulgence/taste enjoyment	2	7.7%	18	24.3%
None	1	3.8%	2	2.7%

**Sexual Appeal in food and beverage ads:** For the purpose of this study, sexual appeal is treated as a peripheral cue, yet it is handled alone due to its different classifications.

**a. Physical Attractiveness**

14% of unhealthy food and beverage ads children are exposed to employ physical attractiveness, the perfect body, face and skin complexion, in other words 'sexy appearance'. This is as opposed to healthy ads where physical attractiveness was much less employed (4% only). The focus was much more on central cues and nutritional logic behind the product in healthy food ads, so sexual appeal was not generally heavily employed, as opposed to unhealthy food ads. Although the number may not be very big but it is an interesting pattern to see and know that children between 7-12 years are exposed to sex appeal in food and beverage ads.

Table 7

*Physical Attractiveness in Healthy and Unhealthy Ads*

Physical Attractiveness		Healthy	Unhealthy	Total
Yes	Count	4	14	18
	%	15.4%	18.9%	18.0%
No	Count	22	60	82
	%	84.6%	81.1%	82.0%
Total	Count	26	74	100
	%	100.0%	100.0%	100.0%

### b. Employment of sexual imagery in food and beverages ads

Suggestive clothing is the most common used form of sexual imagery in the analyzed ads no full or implied nudity where observed in the analyzed sample. Three out of the 100 ads had suggestive clothing; too tight, too short and/or revealing clothing. Of course, the number increased with unhealthy food ads.

Table 8

*Sexual Imagery in Healthy and Unhealthy Ads*

Sexual imagery	Healthy	Unhealthy	Total
Full nudity	0	0	0
Implied nudity	0	1 1.4%	1 1.0%
Suggestive clothing	0	2 2.7%	2 2.0%
None	26 100%	74 100%	97 96.0%

### c. Employment of sexual behavior in food and beverages ads

Sexual behavior in the sample was relatively low but flirtatious body language, direct eye contact were the most prominent. Worth noting the sexual behavior was employed relatively higher in unhealthy food ads.

Table 9

*Sexual Behavior in Healthy and Unhealthy Ads*

Sexual Behavior	Healthy		Unhealthy	
	Count	Column N %	Count	Column N %
Flirtatious body language.	3	11.5%	8	10.8%
Direct eye contact with viewer	1	3.8%	4	5.4%
Raise eye browse and lower lids	0	0.0%	1	1.4%
Looking up and to the side to a male	2	7.7%	5	6.8%
A sideways glance over a raised shoulder	0	0.0%	1	1.4%
Tossing her hair	0	0.0%	2	2.7%

Open mouth lightly, wetting lips, or make lips appear fuller	0	0.0%	0	0.0%
Self-touching: stroking throat or touching neck or thigh	0	0.0%	1	1.4%
Holding limp wrist as a sign of submission	0	0.0%	0	0.0%
Dangling her shoes on the end of the foot	0	0.0%	0	0.0%
Slowly crossing and uncrossing legs	0	0.0%	0	0.0%
Biting thumb	0	0.0%	0	0.0%
Straighten his tie	0	0.0%	0	0.0%
Touch his watch	0	0.0%	0	0.0%
Brush imaginary dust off his shoulder	0	0.0%	0	0.0%
Running his hand through his hair.	0	0.0%	1	1.4%
Others	0	0.0%	0	0.0%
None	21	80.8%	63	85.1%

### **Employment of sexual referents in food and beverages ads**

Sexual referents were equally employed in both healthy and unhealthy food and beverage ads. For example, Juhayna milk employed double entendre and what is alarming is that it was performed by children. Children referred to their mother's breast using the word 'dondo' but it also had another sexual connotation. This is explained by the fact that audiences have already heard a hundred times that milk is good for their bones, so the message is too basic. Based on that, a healthy product like Juhayna plain milk resorted to double entendre and innuendos in their ads to stand out, even though there are question marks on the ethics side of such decision, since children are viewers of this ad and because children are the initiators of such act in the ad.

Even though there were around 4-5 incidents where children, teens or cartoons were the initiators of sexual referents in the ad, the idea is still worrisome, what message are they trying to send to children and is it ethical at all to use children to send sexual messages, whether healthy or unhealthy product!



Table 10

*Sexual Referents in Healthy and Unhealthy Ads*

Sexual Referents	Healthy		Unhealthy	
	Count	Column N %	Count	Column N %
Double entendre	2	7.7%	1	1.4%
Innuendos	5	19.2%	6	8.1%
Others	2	7.7%	1	1.4%
None	20	76.9%	67	90.5%

Table 11

*Initiators of Sexual Referents in Ads*

	Count	Column N %
Child	2	2.0%
Teen	1	1.0%
Young adult	16	16.0%
Adult	6	6.0%
Old	0	0.0%
Cartoon	2	2.0%
None	75	75.0%

**3. Research Question 3:**

**What is the relationship between healthy and unhealthy food ads and *eating habits promoted in food ads*?**

To begin with children and teens were represented heavily in unhealthy food ads which is alarming because it is making it appear acceptable to eat such kinds of foods, which is actually very harmful for their health and may lead to obesity. Table 12 shows that children were presented as main characters in unhealthy food ads 27% and teens were presented 17.6%. This is a time in their lives where their eating habits and behaviors are being shaped and are probably lasting with them to adulthood, thus such messages should be treated firmly.

Table 12

*Main Characters in the healthy and unhealthy ads*

	Healthy		Unhealthy	
	Count	Column N %	Count	Column N %
Child	12	46.2%	20	27.0%
Teen	2	7.7%	13	17.6%
Young adult	17	65.4%	42	56.8%
Adult	10	38.5%	24	32.4%
Old	8	30.8%	15	20.3%
Cartoon	3	11.5%	6	8.1%
None	1	3.8%	5	6.8%

Generally, snacking eating incidents were reported higher than proper meals. 44% snacking incidents versus 23.3% full meal incident. In healthy food ads proper meals represented 49% of the time, while snacks 26%. Meanwhile, 42.3% of healthy food ads had no eating incident at all. This is as opposed to unhealthy food ads where full meals represented only 19.9% and snacks were alarmingly very high and overrepresented, 50.7% snacking incident. Also, only 34.2% of unhealthy food ads had no eating incident at all.

Worth mentioning that, healthy food ads generally had less eating incidents unlike unhealthy ads where eating incidents were used excessively as a platform to awaken the sensory experience, taste indulgence, upon which many impulsive purchases are expected to happen. So actually, unhealthy food ads are promoting a culture of excessive snacking over proper diversified meals.

Table 13

*Eating Incidents in ads; meal or snack*

Snack/Meal	Count	Column N %
Breakfast	6	6.1%
Lunch	15	15.2%
Dinner	2	2.0%
Snack	44	44.4%
None	36	36.4%

Table 14

*Eating Incidents in Healthy and Unhealthy ads*

	Healthy	Unhealthy
	Column N %	Column N %
Meal	49%	19.1%
Snack	26.9%	50.7%
None	42.3%	34.2%

Table 15

*Overeating; Words or Phrases Encouraging Over-eating (9 incidents in unhealthy ads, 1 in healthy ad)*

	Frequency	Percent	Cumulative Percent
Having it again and again.	1	1.0	1.0
"I want to fit them all in my mouth"	1	1.0	2.0
I can't get enough	1	1.0	3.0
Others	7	7.0	10.0
None	90	90.0	100.0
Total	100	100.0	

**Body weight depiction in healthy and unhealthy food ads**

In healthy food ads, weight distribution was concentrated in average weight, followed by overweight, followed by thin/underweight. The distribution is somehow realistic and, in a way, reflects the world we live in. This is opposed to unhealthy food ads where 71% of the actors were average weight, followed by 43.2%

thin/underweight actors. Thin and underweight characters were overrepresented in unhealthy food ads, which definitely give a wrong message to young consumers. How anyone can end up thin or underweight while eating unhealthy food.

Table 16

*Body Weight of Actors in Healthy and Unhealthy Ads*

Body Weight	Healthy		Unhealthy	
	Count	Column N %	Count	Column N %
Thin/underweight.	8	30.8%	32	43.2%
Overweight	9	34.6%	17	23.0%
Obese	2	7.7%	5	6.8%
Average weight.	17	65.4%	53	71.6%
Non applicable	2	7.7%	9	12.2%

Using food as a toy/play in the ad delivers a message that unhealthy food is more fun and entertaining, it is as if unhealthy food is competing against ‘boring’ healthy food. In healthy food ads, food was reported to be used in play 7.7% of the time versus 12.2% in unhealthy ads. This sends a message to young consumers that unhealthy food is much more fun and is a source of entertainment and gives them every reason to choose unhealthy over healthy food.

Table 17

*Food Designed for Play in Healthy and Unhealthy Ads*

Food designed for play		Healthy	Unhealthy
Count		0	7
	%	0%	10%
Total	Count	26	74
	%	100%	100%

Associating food with fake images of vegetables and fruits is another form of manipulative marketing. Healthy food ads associated food with real fruits and vegetables

15.4% of the times. On the other hand, unhealthy food ads associated food with FAKE fruits and vegetables 21.6% of the times. Such fake associations in unhealthy ads were especially evident in soda drinks, candy and sweets as fruits and chips and puffs, as vegetables. This of course is a misleading way to appeal to children via position such products as healthy. Take for example Marbella gum, each gum in the pack has a different fruit flavor, but in reality it is all sugar, coloring and flavoring chemicals with no benefits for young children.

Table 18

*Food Association with images of Fruits/vegetables in Healthy and Unhealthy Ads*

Fruits/vegetables associations		Healthy	Unhealthy	Total
Yes	Count	4	16	20
	%	15.4%	21.6%	20.0%
No	Count	22	58	80
	%	84.6%	78.4%	80.0%
Total	Count	26	74	100
	%	100.0%	100.0%	100.0%

### **Energy Expenditure:**

Across all ads it has been observed that the number of sedentary, low energy activities, (such as sitting, standing, reclining, play station, TV and computers, talking on the phone, walking at low pace) more than doubled physical activity with high energy expenditure (such as sports, fitness, chores, playing with children etc). 123 sedentary activities versus only 47 physical activity is really a concerning number because it means that most of what children see on the screen in ads is just encouraging them to sit back and do less activities. It specially encourages expanding the child's screen time rather than sports activities.

Table 19

*Overall Employment of Physical Activity versus Sedentary Activities in Ads*

	Physical activity	Sedentary activities
Number of incidents	47 incidents	123 incidents

Table 20

*Classification of Physical Activity by Types in Ads*

	Count	Column N %
Sports activities	10	10.0%
Fitness activities	23	23.0%
Chores	7	7.0%
Playing with children	6	6.0%
Others	1	1.0%
None	64	64.0%

Table 21

*Classification of Sedentary Activity by Types in Ads*

	Count	Column N %
Sitting or reclining	57	57.0%
Watch TV/DVD, videos	9	9.0%
Reading or doing homework	8	8.0%
Nintendo/PlayStation/ computer games	5	5.0%
Internet/computers	2	2.0%
Talking on the phone/text messaging	4	4.0%
Playing at a table	5	5.0%
Board games	1	1.0%
Drawing and craft activities.	3	3.0%
Walking at low pace.	23	23.0%
Travelling by car, bus etc.	11	11.0%
None	19	19.0%
Others	5	5.0%

**Relationship between Healthy/Unhealthy Food and Energy Expenditure**

Healthy food ads employed more physical activities 38.5%, such result makes sense. On the other hand, unhealthy food ads employed 35.1%. Most of the physical activities in

unhealthy food ads were dancing along the ad's jingle and music. On the other hand, sedentary activities were represented really high in ads but there were reported equal across healthy and unhealthy ads (healthy 80.8% and unhealthy 81.1%).

Table 22

*Physical Activity in Relation to healthy and Unhealthy Food Ads*

Physical Activity		Healthy	Unhealthy	Total
1.00	Count	10	26	36
	%	38.5%	35.1%	36.0%
2.00	Count	16	48	64
	%	61.5%	64.9%	64.0%
Total	Count	26	74	100
	%	100.0%	100.0%	100.0%

Table 23

*Sedentary Activity in Relation to healthy and Unhealthy Food Ads*

Sedentary Behavior		Healthy	Unhealthy	Total
Yes	Count	21	60	81
	%	80.8%	81.1%	81.0%
No	Count	5	14	19
	%	19.2%	18.9%	19.0%
Total	Count	26	74	100
	%	100.0%	100.0%	100.0%

#### 4. Research Question 4:

**What is the relationship between healthy and unhealthy food ads and the presence of disclaimers in food and beverages ads?**

None of the ads of the 100 ads had any kind of disclaimer, neither for healthy or unhealthy food. There was not any kind of warning from excessive use of any kind of product healthy or unhealthy, which is a result worth studying.

Table 24

*Employment of Disclaimers in Healthy and Unhealthy Food Ads*

Disclaimers	Frequency	Percent
None	100	100.0
Total	100	100.0

**5. Research Question 5:**

**How can advertising literacy protect, empower and help raise advertising literate children in Egypt?**

This research question will be answered through in-depth interviews in Chapter 8.



## **Chapter 6: Discussion and Analysis of Content Analysis**

Now these are the values food and beverages ads are promoting to our children:

### **Promoting unhealthy food over healthy/ nutritious food:**

Unhealthy food ads heavily dominate the food and beverage advertising arena which our children are exposed to. The difference is not to be undermined, 74% of the ads are about unhealthy food and beverage ads, is just sad.

### **Promoting a culture of snacking over proper meals:**

The ads children are exposed to promote snacking over meals, 44% snacking incidents versus 23.3% full meal incident, the rest of the ads reports no eating incident at all, 32.7%.

### **Promoting specific/limited foods over dietary diversity:**

16% of the 26% of healthy ads were for dairy products. Thus, the ads did not promote a balanced diet. Dairy products alone do not constitute a proper meal or a balanced diet. A balanced diet needs to be diversified, and must include; fruits, vegetables, fresh juices, nuts and many other things which were completely nonexistent from the ads children recalled. Thus, children as viewers may get the impression that, vegetables and fruits are not the fun thing to eat. It also diminishes and underestimates the value of variations and diversity in eating and encourages sticking to a few types of food only, and makes it seem acceptable. Table 20 “provides a summary of the food

chart for a clearer idea of nutrition for children” (Balanced Diet Chart for Children, 2013).

Table 25

*Nutrition Needs for Children*

Nutrition	Food Group	Recommended %
Carbohydrates	Cereals and grains, etc.	33%
Vitamins/ Minerals	Various fruits and vegetables	33%
Meat Protein	Fish, meat and eggs	12%
Milk Proteins	Dairy products	15%
Fat and Sugar	Fatty foods, sugary sweets etc.	7%

*Note.* From (Balanced Diet Chart for Children, 2013)

**Over eating themes coupled with low energy expenditure**

29 out of the sample of 100 ads depicted overeating/greedy behavior through words, statement and/or actions. Overeating behavior was not corrected but rather appeared as the cool, fun and acceptable, giving children the wrong message about such unhealthy and even unpleasant eating manners and lack of basic eating etiquette. An example, is Milano sweet cake, where the parents in fact role model the behavior of over eating and his obese child holds a pack of almost a dozen sweet cake stuffing one after the other, in a humor-like atmosphere with an easy to recall jingle. So overeating is encouraged by the parent, supposedly a role model for the child, and food stuffing is the fun and cool thing to do.

Besides the hazards of overeating promoted in some ads, sedentary behavior was overrepresented in the ads. 133 incidents of sedentary behavior were reported versus only 47 incidents of any kind of physical activity. Take for example again, Milano sweet chocolate cake, where the father and child 'stare' into the screen and snack on the cake heavily, not engaging in any activity that would burn such excessive calorie intake. Other common examples are; Chipsy ad where Ahmed Helmy, famous actor, is playing with a child PlayStation while eating chips all through the ad, also Kunuz sweet candy ad, the child and father are sitting up in front of the screen playing PlayStation and eating candy one after the other. Ads need to have more actions, more interaction with real world rather than promoting heavy screen time.

### **Snacking and overeating coupled with slim figures and athletes**

Thin/underweight actors, athletes are over represented in unhealthy food ads. In fact thin/underweight people were represented in unhealthy ads more than healthy ad, a completely distorted reality. Take for example; Ahmed Helmy's Chipsy ad who concentrated a lot with the PlayStation that he loses count of the amount of chips he is eating, Ahmed Helmy is thin, very contradicting message. Ahmed Helmy appears in many unhealthy snacking ads, consuming the unhealthy food, yet appearing very slim. Very confusing message sent to children especially that Ahmed Helmy is a role model to many Egyptian children and young adults, so he is trust worthy to many. Another example is Pepsi and Mohamed Eleny the football player athlete promoting drinking Pepsi in the ad, which appearing super slim and healthy. There are endless examples sharing such distortion in the analyzed ads.

### **Food used as play only in unhealthy food ads.**

Ideally, ‘food as play’ marketing technique should be used to market healthy food to children and not the opposite. 10% of the 74 unhealthy food ads used food as play. Ads used this technique were; Coke (Customized cans), Fanta (Things you need to do before 18 Campaign), Pepsi (Moji Campaign), Marbella Gum, Kellogs Coco Pops, Chipsy (90 Million Smile). Such ads make unhealthy ads so much fun and attractive. Sadly, zero healthy ads used this technique to make vegetables, fruits or any kind of healthy food appealing to children, even though if used it could encourage many children think of healthy food as also fun to eat.

### **Fake Fruits and vegetables in unhealthy ads, very common**

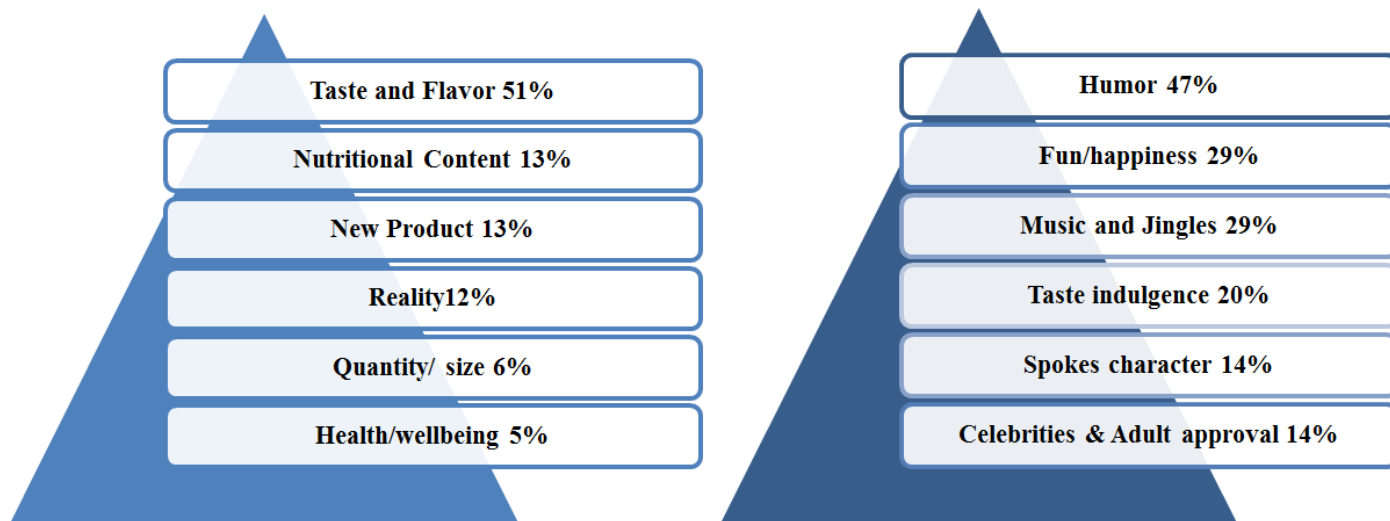
21.6% of unhealthy food ads used images of fruits or vegetables as a way to ‘pretend healthy’ to young consumers. Examples are; Gum (Marbella and Trident), Chips (Mannah, Chipsy), Candy (Kunuz), sugared packed juice (Jana, Marie Treats, Juhayna), soda drinks (Fayrouz, Fanta, SinaCola), caffeinated drinks (Lipton Ice tea fruit flavors). This is a misleading marketing technique that needs regulation and at least any sort of warning to consumers, out of honesty.

### **Use of Central and Peripheral Persuasive cues in ads**

Central cues in healthy food ads were 15 times out of 26%, and 74 times out of the 74%. Peripheral cues in healthy food ads were 51 times out of 26%, and 178 times out of the 74%.

### **Figure 1**

*Top Central and Peripheral Cues*

**Table 26**

*Top Central Cues and Healthy and Unhealthy Ads*

Top central cues in healthy ads	%	Top central cues in unhealthy ads	%
Taste/flavor	46.2%	Taste/flavor	52.7%
Nutritional content	30.8%	New Product	14.9%
Reality	19.2%	Reality	9.5%
Health/wellbeing	15.4%	Nutritional Content	6.8%

**Table 27**

*Top Peripheral Cues and Healthy and Unhealthy Ads*

Peripheral cues & unhealthy	%	Peripheral cues & unhealthy	%
Humor	50%	Humor	45.9%
Music and Jingles	26.9%	Fun and happiness	33.8%

Adult approval	19.2%	Music and jingles	29.7%
Magic and fantasy	15.4%	Magic and fantasy	27%
Mood alteration	15.4%	Taste indulgence	24.3%
Fun and happiness	15.4%	Spokesperson/ celebrity	14%
Achievement/accomplishment	15.4%	Action/adventure	12.2%

**Table 28**

*Sex Appeal and Healthy and Unhealthy Ads*

Sex appeal in ads	Healthy	Unhealthy
Physical attraction	15.4%	18.9%
Sexual imagery	0%	2.7%
Sexual behavior	22.3%	35.4%
Sexual referents	34.6%	10.9%

*Note 3% of the times sexual referents were initiated by children.*

## **Chapter 7: Raising Advertising Literate Children in Egypt**

### **In Depth Interview: Credentials**

#### **Media Literacy Professionals**

Sarah Mallat

- Instructor and Researcher at the American University of Beirut and the Lebanese American University and Media Literacy Expert.

Doaa Mohamed FathAllah Rady

- Assistant lecturer of Educational media and Journalism, MA  
Educational Media department - Cairo University- Egypt
- PhD Candidate - Journalism dept., Cairo University  
American University in Cairo Alumni (MA degree)  
Website: <http://scholar.cu.edu.eg/doaarady>

#### **Marketing Managers in the Food and Beverages Industry**

Mona Ahmed

- Currently Research General Manager, AWE Living Research
- Former Knowledge and Insights Manager, Coke.

Tasbih Mohamed

- Knowledge and Insights Manager, Coke.

Dalia Al Abd

- Current Market Intelligent Manager, AlAhram Beverages.
- Former Market Services Manager, Edita Foods.

Enas Sanad

- Producer, Nile TV, for 20 years.

There is no doubt that advertising literacy is an important discipline that needs further refining, exploration. As comes to Egypt, faster steps and multiple applications should take place. Media can help children understand and assess advertising messages instead of taking them as a 'given' and without questioning its content. Yet, we do not know yet how much and if children will be immune and able to autonomously apply literacy skills whenever they are exposed to attractive food and beverage ads.

### **Defining Media and Advertising literacy**

To understand media literacy, Sarah Mallat, defines it as "The ability to access, analyze, evaluate and create media messages." And Doaa Rady adds, Media literacy is a set of skills that include media skills, ICT skills related to media ones, and critical and creative thinking skills that support media literacy. Audiences gain these skills through training processes that suit them with the frame of media education."

Zooming in on advertising literacy, as a sub-discipline to media literacy Mallat adds, advertising literacy is "an extension of media literacy, but it is more precise and focused specifically on one medium (ads) rather than media literacy which applies to all media on a broader level. Media literacy should come first, because without a strong foundation in general media literacy, achieving advertising literacy is difficult or will not be as holistic. She also adds that like media literacy, advertising literacy is about "knowing how to access, analyze, evaluate, and create advertising messages. It is about being able to deconstruct advertising messages for underlying messages about gender, race, class, lifestyle, etc". Rady adds that media literacy is more inclusive; ad literacy is part of it. "Advertising literacy includes specific skills that focus on consumer real needs and advertiser aims that encourage unreal needs towards the advertised product.



In addition, persuasion strategies are the magical part in the advertising world that needs to be uncovered through practical training for audience beside theoretical one. Advertising literacy is key to understanding; advertising messages, the buying needs awoken by advertisers, ads techniques and effects, and taking correct decisions towards the advertised product and the message itself” added Rady.

**Current Media literacy Initiatives for children in Egypt: (tackling the confusion between media literacy and educational media activity)**

It does not seem like Egypt has yet formalized any form of media literacy application among children. According to Rady, in Egypt, we have educational media activity application but we lack media literacy application, unfortunately there is a lot of mixing in definitions between them in Egypt. “Educational media activity at schools includes; scholastic journalism, broadcast and theatre. Educational media aims to discover talented students to participate in the branches of the educational media activity to produce creative products,” mentioned Rady.

Rady also adds that “for scholastic journalism, schools have journalistic and broadcast curricula. They teach children to do pamphlets, banners, wall, print and electronic magazines, 3D models etc. They also teach children general journalistic guidelines and definitions, more theoretical. In the broadcast, children take a part of their academic curricula and transform it into sketches and they enter contests on country level. We transform curricula into theater also we call it “مسرحة المناهج” and again there are contests across Egypt. There is in fact a department in the Ministry of Education for this activity “transforming curricula to theater”/ مسرحة الماهج. The famous

actor Mohamed Subhy once involved in one of the contest and awarded the winning students”.

On the other hand, media literacy is to “develop media and other related skills to have media literate audiences who know how to deal with traditional and digital mass media. Media literacy is for all audience’ classes and is more inclusive than educational media. There are some workshops and conferences in Egypt that stresses its importance and all initiatives are theoretical not practical. Currently, I am working on my PhD at Cairo University that is to produce multimedia materials for developing media literacy skills among school students in the preparatory stage” added Rady. She also adds that, all efforts to implement media literacy among children are so far theoretical. We need training courses, workshops, more organized discussions between media professionals, media literacy trainers as well as educated audiences, to help spread literacy among all audiences, young and old” Rady. Example of theoretical work in Egypt is Doctor Samah El Dessouki’s book; Media Literacy Education in The Era of Globalization, 2010.

سماح محمد الدسوقي. التربية الإعلامية بالتعليم الأساسي في عصر العولمة. الإسكندرية/مصر: دار الجامعة

الجديدة، 2010.

### **Advertising Literacy for Healthier Children**

Children get exposed to a lot of unhealthy food on TV ads, this reflects negatively on the health of an Egyptian child. “Studies have been done in the West that link high levels of exposure to fast/junk food advertisements and the increase in the childhood obesity epidemic. Thus, we need to teach a child to counter such manipulative appeals, by “teaching them advertising literacy in specific, and media

literacy more generally. We start by asking them to explain the what/why/how elements of the products' appeal to them" Mallat.

### **Does literacy mediate the effect of food ads!**

Many scholars think that this is possible. According to Sara Mallat, yet they can but it needs effort and hard work. "Children need constant prodding from and discussion with adults (parents and teachers) to realize this is an issue. But once they get used to doing it from a young age, and often, then I think as they grow older they will start to deconstruct advertising messages and the motivations behind them on their own. Once kids understand that this food is bad for them, and that advertisers are using tricks and flashy packaging or their favorite cartoon characters to market their products, they are more likely to make the connection that they are being lied to. Children do not like being lied to!" Mallat said.

Yet, other marketing professionals, thinks we are asking too much of children. We cannot tell for sure that advertising literacy actually mediate the effects of harmful food ads on children, we cannot tell that the child's brain will automatically put things in place whenever they are exposed to ads, we may be expecting too much, but we are hopeful that they will develop skills early on. "In fact, a professional marketer in the food and beverage industry, El Abd, thinks that enforcing advertising literacy to children "is too much for children it is high level conversation that children cannot grasp and that it has to come from parents, advertisers, law enforcers to regulate the content."

### **Advertising Literacy and Helping Children Decode Food and Beverage Ads**

When asked if advertising literacy can help children understand the world of advertising Mallat shows great positivity, “It can help them understand the motivations of advertisers (to sell products) and also help them critique and challenge racial, gender, and class stereotypes that are often reproduced and reinforced in product advertising. It also is important for them to understand the connection between high levels of advertising and dissatisfaction with one’s body (effects of high exposure to ads on body image, self-esteem, and self-worth). From my daily personal experience with children (I used to teach 8-9 year olds in Dubai), that if they are probed, they are generally able to understand what product is being sold, what tactics are used to grab attention, etc, by the age of 8-9. Rady also confirms that “the minimum age we can approach children with literacy ideas I starting 7 years old or more but not less”. Rady, also adds that “through watching ads and videos in the ‘real’ making process, from script to the final presented ad, children understand how such messages are created.

### **Brand Practices; Local and Global**

Global brand like Coke abided by the global code of conduct and followed it across the globe, no marketing activities to children below 15 years old. “Coke brand targets 15-25 years as core target in addition to the masses. Fanta starts to communicate at 13 years” Ahmed said. “Coke globally cannot and will not communicate to children. These are strict guidelines followed by all Marketing teams in Coke across all markets. These guidelines are global and all markets comply religiously with them. Children are excluded for health reasons given current intake of sugar in Soda drinks. On the other hand, Coke promotes "active living" in some its thematic campaign, like Copa Coca-

cola (students football tournament for 15yrs)” Ahmed. Even Fanta, the youngest target for Coke raised its target group from 12 years old to 13 year old globally, for the safety of the child. “As mentioned before Fanta is the youngest of Coke portfolio brand targeting 13years+, owning the gaming platform for tweens. Fanta slogan being; "Play it with Fanta (العبها مع فانتا)". And such policies are initially endorsed by the WHO, for all foods that contain high sugar component. According to Mohamed, “we make sure we don’t use any child driven appeals in our ads, because we do not intent to children in anyway. We do not even cater to schools because it’s against our rules”. One of the big food catering agents in Egypt, who prefer to stay anonymous, called Fanta to cater a school event but the brand refused, global standards are applied in Egypt as it applies to anywhere else in the world. Fanta will not market or distribute its products to school children.

Local brand on the other hand, like Edita, operating only in Egypt, marketed to children from 7-12 years old, young adults, and mothers, to persuade them to allow their children the confectionary. Confectionary products advertised to these groups are; Mimix Lollipop and candy, Todo and Hoho’s sweet cakes, Bake Rolls, etc.

**Main themes and appeals employed in ads to engage children** are “fun, interactive appeals, talking animals and fiction characters, music and jingles”. “Children like animals dancing and moving, favorite fictional characters”. Emotional appeal is employed over logical appeal because children have not yet developed logic well. So the level of conversation is about imagination “eat chocolate to be like your fictional character, so you can fly like superman, with a little bit of exaggeration and active imagination”. With children “we talk to their emotional not logic”, El Abd.

**Platforms commonly employed** are not TV or outdoor but rather on online social media and on ground activation. Interactive and Guerrilla marketing are on the rise especially, high presence in fun fairs, children parks, and on ground fun activations and high presence in kids' parks like Kidzania. There is generally a shift towards interactive platforms". "Adver-gaming is the next new thing in Egypt; it is actually in the making", El Abd,

There is lack of awareness of Egyptian regulations that protect children from manipulative advertising. On the bright side, there is law, approved on the 26<sup>th</sup> of December, by the president and Egypt will soon have media regulatory council that will include advertising and media regulations. On the other hand, global brands follow global guidelines. Apparently, there is no awareness of any Egyptian regulations that protect children from manipulative ads content. None of the interviewees were aware of such regulations, not even interviewees working at Egyptian Terrestrial, or food and beverages marketing professionals.

**Self-regulation is clearly the common practice;** "we follow ad ethics, its common practice. We are careful not to over claim, not to abuse child naivety because it is a very sensitive target. We do that also through research. We conduct focus groups with mothers and children to make sure the ads will not cause harm to our target. TV ads don't have disclaimers, but packs have the recommended daily serving" El Abd.

### **Protecting children and Understanding the role of different involved parties**

Protection happens during the information processing happens. Media literacy skills are the layers of protection so, the more skills you have the more protection you have. Through dialogue, between parents/teachers and children, and school programs

that tackle unhealthy eating, children can become more analytical about food ads. It is so important for adults (parents and teachers) to make a concerted effort to foster advertising literacy. Through a scaffolder approach; simpler; basic exercises for the younger children (ages 7-9) and then increasing in complexity and depth as they get older. This is where the role of parents and teachers comes in, to discuss and explain these things to/with them, to probe and push them to think on a deeper level, and to clarify misconceptions when they arise.

- **Parents** “Parents are the first line of defense against negative media messages, not just about food but about everything. Media education starts at home, before young children enter daycare or preschool at age 3-4. Parents should restrict their kids’ media consumption to only educational material, and extremely limited amounts of purely entertainment programming, which should always be accompanied by dialogue about the media package they are consuming (stereotypes, false information, etc...). Healthy eating habits start at home. If parents simply do not buy/keep unhealthy and junk foods around, kids will not get used to having them at their disposal in the first place”, Mallat.
- **Schools** are on the other side of the same coin as parents. Media education should start at home, but then should be reinforced and strengthened at school. Parents and teachers should work together to get the best results in this regard. We need to include media education training for all teachers, so that they will be equipped to tackle these issues and teach media and advertising literacy in the classroom. Schools should also not allow

sponsored content or corporate sponsorships of these companies that produce unhealthy foods. Schools are not acceptable places for advertising in the first place, and especially not for products that jeopardize the health and safety of children. All unhealthy foods should also be banned from school cafeterias.

- **Brands** have a corporate responsibility not to lie to or deceive their consumers. But to be honest self-regulation does not work very well. They need to be held accountable by media watchdog groups, child welfare groups, and consumer protection agencies.
- **Children's protection watchdog groups, media watchdog groups, and governmental bodies** relating to children and health should set clear guidelines and monitor. Self-regulation never works if it affects the bottom line of profit. Self-regulation adapted by Egyptian channels and brands are insufficient," according to Mallat.
- **“TV** can Infact have a postive role in nutirtion information creating a positive impact “yes TV can most certainly be used for a tool for nutrition information, and should be used. Children’s cartoons or afternoon shows can incorporate lessons about healthy eating habits, can explain in an entertaining way what foods to avoid and why, and about the vitamins and nutrients in healthy foods that they need to grow up strong, healthy, and happy. Also, cooking shows aimed at the family that promote cooking as a family activity, using healthy ingredients and creative recipes where children become involved in food preparation” Mallat said.



- **Disclaimers** even though are obligatory in many countries are completely absent from Egyptian TV ads. Some scholars think they are having positive, others think they have no impact. Some critics argue that, although disclaimers warn of the dangers of consuming foods high in fat, sugar or sodium, have not reduced consumption. (US example: research on the effects of warning labels on alcohol and tobacco packaging demonstrates that the text-based warning labels used in the US increased knowledge (about harmful effects of these substances) but have not reduced consumption). According to Mallat, “I personally don’t think that disclaimers or warning labels will reduce consumption of unhealthy foods,” added Mallat.
- **Taxing unhealthy food**; Mallat suggest another approach, “the only truly effective way to cut down on consumption is to tax these foods. When people have to pay more for these foods, they are less likely to buy them (similar to the massive taxes placed on tobacco and the subsequent drop in sales in the U.S.)”

## **Chapter 8: Recommendations**

Food ads are becoming a source of nutrition misinformation, thus we need to take steps to limit possible negative effects of misleading ads. All parties should join forces to make the world a safer place for children; parents, teachers, regulatory bodies, media practitioners, advertisers, media literacy experts, etc. There are two ways to move forward. The first step is protecting the child and having proper regulation to the content they are exposed to. But, we also need to empower them and prepare them for the world of consumerism, because we cannot simply isolate them.

### **1. Protect**

- We should work on retrieving underrepresented healthy food categories: Healthy food categories that are completely absent from the advertising arena should be represented and represented in a manner in which the child would recall such as vegetables, fruits, nuts, healthy condiments (hummus, mustard), meat and fish.
- Meanwhile limiting overrepresented unhealthy food categories should take place especially ones calories dense and high in sugar such as candy, sweets, chips, puffs, sweet cakes, soda and caffeinated drinks, and fast food.
- It is actually good that healthy food categories are starting to use peripheral cues to appeal to children such as humor, music and jingles, fun and happiness themes. We want to associate more of those themes with healthy food in the child's mind. We need more taste enjoyment themes and food as play in healthy food ads. We need ads that create the same hype as unhealthy food ads. This is

not to undermine the role of central cues at all. For example, we can use cartoon characters, celebrities and toys like MacDonald's to advocate for healthy eating.

- Promoting proper meals over the over presented snacking culture is essential.
- Promoting a diversified diet, rather than specific/limited foods, to make sure children have a bit of each healthy food category that is essential for their growth.
- Completely avoid over eating scenes whether through words, statements or behavior, as it promotes overeating as a pleasant and acceptable behavior, even though such behavior in practice leads to obesity.
- Avoid overrepresentation of slim actors/athletes/ celebrities in unhealthy food ads that are probably high in sugar, calorie. At least standardize average weight in such ads.
- Encourage physical activity over the excessive representation of screen-laid back behavior to promote healthy lifestyle.
- Food designed for play and as a toy should be used in healthy ads more to encourage children to healthy eating diet/behavior among children who are fascinated with entertainment themes, in other words speak their language.
- Regulate fruitless marketing and manipulative marketing techniques, such as associating unhealthy food with fruits and veggies, using fake images.
- Avoid inappropriate language and sexual referents.

#### Brands and advertisers

- Many brands need to raise the age of their target audience; the minimum should be 15 years old.

- Unhealthy food should not appeal to children in their ads.
- Avoid inappropriate language, referents and avoid child exploitation in ads.

### Regulations

- Involve child protection watchdog groups; media watchdog groups, governmental bodies to regulate food and beverages advertising content.
- Enforce disclaimers on all food and beverage ads, to at least create awareness among consumers of possible harmful effects of excessive use.
- Limits ads during child primetime, among channels most viewed by children.

## **2. Empower Children Through Advertising Literacy**

- Empower children through advertising literacy that help them decode messages (intention, appeal) in food and beverage ads.
- Teach children healthy eating behavior:
  - o Employ interactive and guerrilla marketing to encourage healthy food and healthy eating habits.
  - o Use social media and advert-games to promote healthy eating habits.

We also need to understand that children are excessively and directly accessing their own media content thus new media should target them there.

## **Chapter 9: Study Limitation and Future Research**

The major study limitations are:

1. Very limited previous research analyzing food ads based on the Elaboration Likelihood model of persuasion.
2. Very limited, almost nonexistent, previous research on content analysis of food ads in Egypt.
3. Very scarce resources for advertising literacy in Egypt, and scarceness in application of media and advertising literacy in Egypt.
4. Time limitation; due to the scarceness of finding Egyptian media literacy professionals, the few professionals the researcher was able to reach were either out of Egypt at the time of research or very busy at the time, thus limiting the number of interviews.

Future Research:

Future research could use experimental research to verify effects of healthy and unhealthy ads on children's eating behavior and to measure to what extent children believe or are aware of manipulative advertising techniques, since content analysis alone cannot establish causality.

Further studies can also be applied on older age groups 12-18 years old to measure their level of awareness of food and beverages ads. It can also use the ELM to uncover persuasion cues in those ads.

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## Appendices

### Appendix A: Survey Form

Project Title: Food & Beverages Advertising Viewed By Egyptian Children: A Content Analysis

Principal Investigator: Mona Rady. monzy@aucegypt.edu

\*You are being asked to participate in a research study. The purpose of the research is to *know which food and beverage advertisements Egyptian children are aware of and analyze their content*. Findings may be published, presented, or both. The expected duration of your participation is 5-10 minutes.

\*There will not be certain risks or discomforts associated with this research. There will not be benefits to you from this research.

\*The information you provide for purposes of this research is anonymous.

\*Participation in this study is voluntary. Refusal to participate will involve no penalty or loss of benefits to which you are otherwise entitled. You may discontinue participation at any time without penalty or the loss of benefits to which you are otherwise entitled.

1. Your son or daughter is a:

- ☐ Male
- ☐ Female

2. How old is your son or daughter?  
(Below 7 and above 12 please discontinue the survey. Thank you)

3. What are ALL the food and beverage ads that your son/ daughter recall?  
Food and beverage ads only. (Brand Name: Brief description of Ad).

4. Please tick on ALL the food and beverage ads that your son/daughter recalls or remember seeing?

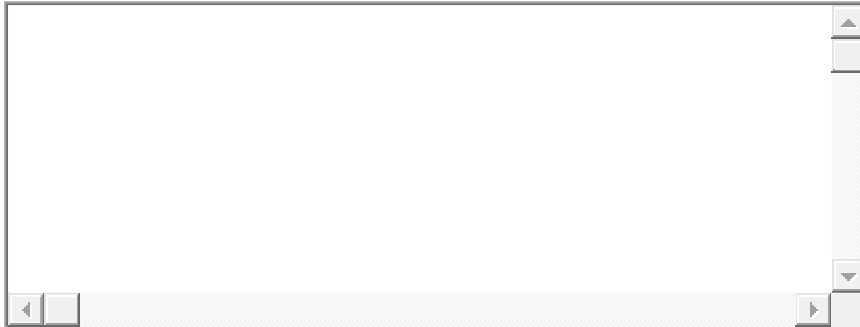
(Kindly read all the list carefully and select all that applies)

- ☐ اعلان مولتو باتيه الجديد - مارلين مونرو - في حنة تانية خالص
- ☐ اعلان مولتو باتيه الجديد - اينشتاين - في حنة تانية خالص
- ☐ اعلان مولتو ميكس الجديد شوكولاتة وكريمة, الدب
- ☐ اعلان شيبسي متوقفش الضحكة عندك...ضحكة ال90 مليون
- ☐ اعلان جبنه باندا , 2016 تقليد هاني شاكر أداء إسلام محي إخراج حمدالله
- ☐ اعلان مكس مشروب زبادي , Mix Drinkable Yogurt,فاكهتين في فاكهة
- ☐ اعلان ايس كريم كيت كات - لود ده جوزك
- ☐ اعلان كوكاكولا الجديد رمضان 2014 ,كوكاكولا أحلى مع
- ☐ اعلان لبنان مرببلا- اكبر بالونة
- ☐ اعلان شيبسي ماناه, Manah Promo
- ☐ اعلان لايون, عزت أبو عوف 2015
- ☐ اعلان فراخ كوكى رمضان, عماد طول عمره ببحام بعش الزوجية 2016
- ☐ اعلان حلواني اخوان, مطلوب فرخه بنت بنوت 2016
- ☐ اعلان زبادى نستله بيور بالفواكه - حبيبي انا خبطت عربيتك - غذاء افضل .. لحياة افضل 2016
- ☐ اعلان زبادى نستله بيور بالفواكه - ماما التلفزيون اتكسر -غذاء افضل .. لحياة افضل 2016
- ☐ اعلان زبادي فروتس-خريج هارفرد..بيلعب كامنجة
- ☐ اعلان المراعى تريتش و أحمد أمين....يقدمان أنواع الإنبساط #حلي\_وقتكَ
- ☐ اعلان تشكلتس الجديد ,الكوافير, الولا حاجة أهم حاجة 2014

- ☐ إعلان تشككتس الجديد ,المكتبة, الولا حاجة أهم حاجة
- ☐ اعلان شيبسى الجديد \_الكابتن مدحت والله عليك يا حبيب والديك 2016
- ☐ اعلان جهينه مكس كل حاجه والعكس-جديد 2016
- ☐ Traident اعلان ترايدنت الجديد-انتعاش هتتعود عليه , محمد الشناوي, إعلان ترايدنت 2016
- ☐ طول ما في جنة محدش يقدر يغلبك: الحلو, الجران 2016
- ☐ إعلان بيك رولز - علشان كلنا فينا حنة طمع – الجني2016
- ☐ إعلان بيك رولز الحجم العائلي- بيشبع أى أربعه 2016
- ☐ اعلان كيك رازراز ميني, كيك راز هتوصلك لقمة \_الإنشكاح 2016
- ☐ اعلان كيك رازراز ميني, محندأه كيك راز الكل مستقنيس، الكل في قمة الإنشكاح 2016
- ☐ اعلان كيك كمارا الجديد ,كمارا من غير هس ....محمود كاااجو 2016
- ☐ دانجو أكبر بذكاء, احلامه الكبيرة بدايتها مع دانجو, 2016
- ☐ إعلان فرسكا "ماجى" ٢٠١٥ " MAGI " Freska Wafer
- ☐ اعلان مطاعم كوك دور - اكسب اللي نفسك فيه 2016
- ☐ اعلان مطعم أم حسن..أحمد عدوية
- ☐ أعلان مطعم أم حسن..نشوى مصطفى
- ☐ اعلان الفانتوم الجديد من موعمن 2014
- ☐ اعلان مكدونالدز- أسرع دليفيرى في مصر- المطبخ 2014
- ☐ اعلان كواترو تشيز بيتزا من بيتزا هت
- ☐ اعلان هارديز الجديد اكبر ساندوتش في مصر و العالم 2016
- ☐ الاعلان الرسمى لمطعم بهاريز- أغنية- لو نفسك تاكل اكلة اكلة حلوة ثقيلة

- ☐ اعلان تودو بومب الجديد - العصاية جاهزة للعملية الثانية تودو بومب راجع يا رجالة 2016
- ☐ اعلان تودو هتظبط – 2015 TODO Rolled Cake Hatzboot - Cinema
- ☐ اعلان جبنه عبور لاند, حسن الرداد رمضان 2016
- ☐ اعلان جبنة كيرى, بتخلى كل صبح أجمل بحبك 2016
- ☐ اعلان ترايدنت, البداية دائماً ترايدنت! 2015
- ☐ اعلان لافاش كيرى, سهلة الفرد بطعم الشيدر المضبوط و القشطة اللذيذة 2016
- ☐ اعلان محمد النني الجديد مع بيبسي 2016
- ☐ إعلان زبادي لبنيتا الجديد - الصيدلية - سوسن و سعاد - البقر - رمضان 2016
- ☐ اعلان فرجلو الجديد - عدوية و شارموفرز - رمضان 2016
- ☐ اعلان عصير لمار- 3 جديد و 3 مش جديد - رمضان 2016
- ☐ اعلان شيبسي.مدحت شلبي 2016
- ☐ اعلان تيميز - انت ما بتجمعش - تيميز .. الكل كسبان 2016
- ☐ اعلان شيبسي الجديد - شيبسي هتوديك ايطاليا – المركب 2016
- ☐ ميكسات شيبسي الجديدة بطعم الميكس شيدر، ممكن تاكلها مع شيري، أو بيرى، أو الست اللي بتاكل من غير ما تشتري
- ☐ ميكسات شيبسي الجديدة- عشان بتحبوا الميكسات, شيبسي عملكوا ميكسين جداد في الكيس ابو 3 ونص، كاتشب ومايونيز، وميكس شيدر! ميكسات شيبسي الجديدة، متاكلهاش لوحك. 2016
- ☐ اعلان كريستال - 25 سنة و القلب يحب كريستال 2016
- ☐ اعلان كريستال- 25 سنة صحة و نشاط مع زيت كريستال 2016
- ☐ اعلان زبادى جهينه - الأكل ميكملش إلا بيه 2016
- ☐ اعلان فيرن هى دي الزبدة \_ الأكل على حق

- ☐ Are there any other food and beverage ads that your son or daughter recalls, not listed above? (Please mention brand name and a brief description of the ad)... Food and beverages ads only please.



*5. Do you have any other comments that you think might help this study?*



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### Appendix B: Survey Statistics

		V1	V2
N	Valid	304	304
	Missing	0	0

V1: Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	147	48.4	48.4	48.4
	Male	157	51.6	51.6	100.0
	Total	304	100.0	100.0	

V2: Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	10	69	22.7	22.7	22.7
	11	61	20.1	20.1	42.8
	12	63	20.7	20.7	63.5
	13	4	1.3	1.3	64.8
	5	1	.3	.3	65.1
	7	15	4.9	4.9	70.1
	8	29	9.5	9.5	79.6
	9	62	20.4	20.4	100.0
	Total	304	100.0	100.0	

V3: Spontaneously recalled ads

	Count	Column N %
\$v3	301	99.0%
Pizza Hut triple treat	1	0.3%
Danone	1	0.3%
KFC shrimps ad	1	0.3%
Kiri	1	0.3%
La vache qui rit	1	0.3%
La vache quit rie	1	0.3%
Pepsi	1	0.3%
جبنة باندا مع شيماء سيف	1	0.3%
Chicken	1	0.3%
Chips	1	0.3%
Chipsy Helmy ads	1	0.3%
Coca-Cola	1	0.3%
Cokacola	1	0.3%
Dango yoghurt drink	1	0.3%
Danone yougart Juhayna juice	1	0.3%
Ganna المطبخ لعبتك	1	0.3%
Juhayna products	1	0.3%
Juhayna: ترعى امهات مصر	1	0.3%
Kellogs coco pops	1	0.3%
Lipton ice tea (Ahmed Helmy)	1	0.3%

Mannah chips	1	0.3%
Maraie	1	0.3%
Meat	1	0.3%
Milk	1	0.3%
Mix milk	1	0.3%
Molto	1	0.3%
Nestlé water	1	0.3%
Pasta	1	0.3%
Pepsi	3	1.0%
Pizza	1	0.3%
Pizza Hut	1	0.3%
Tiger chips	1	0.3%
Todo	1	0.3%
Todo brownies	2	0.7%
Toys city	1	0.3%
سمنة الهام	1	0.3%
activia yogurt	1	0.3%
beti juice	1	0.3%
Bubbly chocolate	1	0.3%
Bubbly Chocolate	2	0.7%
cake chef	1	0.3%
Chipsy	4	1.3%
Chipsy	5	1.6%

Chocolate	1	0.3%
Coca-Cola	1	0.3%
Cocacola	3	1.0%
Coke	9	3.0%
Coke Cola	1	0.3%
Coke taste the feeling	1	0.3%
Cola	1	0.3%
cook door	1	0.3%
Crystal oil	1	0.3%
Dango	1	0.3%
Dango products	1	0.3%
Dango Yogurt	1	0.3%
Danone Yogurt	1	0.3%
domty cheese	1	0.3%
Elmaleka	1	0.3%
faragello juice	1	0.3%
Freska	1	0.3%
fruit juice	1	0.3%
Galaxy	1	0.3%
Ganna	1	0.3%
Gannah Gee	1	0.3%
Halawni Ekhwan	1	0.3%
Halwani chicken	1	0.3%

ice cream	2	0.7%
Ice cream mega	1	0.3%
Juhayna Mix	1	0.3%
juhayna yogurt	2	0.7%
kokie strips	1	0.3%
mac Donalds	1	0.3%
mango juice	1	0.3%
Marbela	1	0.3%
marbela gum	2	0.7%
marbela gum kokie chicken	1	0.3%
Marbella	1	0.3%
Marbella	8	2.6%
Marbella Gum	3	1.0%
Molto	4	1.3%
Moro	3	1.0%
Obour Land	2	0.7%
obour land cheese	2	0.7%
Obour Land Cheese	1	0.3%
Obourland	1	0.3%
Oreo	1	0.3%
Panda chese	1	0.3%
Pepsi	2	0.7%
Pepsi	10	3.3%

president cheese	1	0.3%
Pringels	1	0.3%
Schwepes	1	0.3%
sweet corn	1	0.3%
Tiger	1	0.3%
tiger chipsy	1	0.3%
Todo	1	0.3%
Todo	4	1.3%
Todo bomb	1	0.3%
todo brownies	2	0.7%
Todo brownies	2	0.7%
Trident	1	0.3%
Tuna	1	0.3%
Twix	1	0.3%
اعلان بيك رولز الحجم العائلي	1	0.3%
Bake rolls	2	0.7%
Birelle	1	0.3%
Bubbly Chccocolate	1	0.3%
Cadbury	1	0.3%
cake ad	2	0.7%
Cerials	1	0.3%
Cheese	1	0.3%
Chipsy	20	6.6%

Chipsy	25	8.2%
chipsy mana	1	0.3%
Cocacola	3	1.0%
Cocacola	1	0.3%
Coke	8	2.6%
Cola	1	0.3%
Cola	1	0.3%
Cook door	1	0.3%
Cookdoor	1	0.3%
Crunchy Chipsy	1	0.3%
Crystal	2	0.7%
Dango	2	0.7%
Dango	3	1.0%
DANGO	1	0.3%
dango ad	1	0.3%
Dango yogurt	2	0.7%
Dango Yogurt	1	0.3%
Dango: اکبر بدکاء	1	0.3%
Danon	1	0.3%
Danone	1	0.3%
Danone Lactel	1	0.3%
danone ad	1	0.3%
danone's ad	1	0.3%

domty juice	1	0.3%
Fanta	1	0.3%
Fanta	1	0.3%
Fayrouz bevarages	1	0.3%
feta cheese	1	0.3%
Fruits Yogurt	2	0.7%
Gana	2	0.7%
Gum	1	0.3%
Halawani Ikhwan	1	0.3%
Halwani Ikhwan	1	0.3%
Hardees	1	0.3%
Hohos	2	0.7%
Ice cream	2	0.7%
Indomie	1	0.3%
Juhayna	1	0.3%
Juhayna	2	0.7%
Juhayna milk	2	0.7%
juhayna mix	1	0.3%
Juhayna Mix	1	0.3%
juhayna yogurt	7	2.3%
Juhayna yogurt	4	1.3%
Juhayna Yogurt	1	0.3%
juhayna yogurt ad	2	0.7%



juhyna pure	1	0.3%
Juice	1	0.3%
kitkat coconut ice cream coconut	1	0.3%
Kooki Chicken	2	0.7%
lactel yogurt	2	0.7%
Lactel Yogurt	1	0.3%
Lancheon El Hassan wal Hussien	3	1.0%
Lancheon Halwani Ikhwan	3	1.0%
Marbela	1	0.3%
marbela gum	11	3.6%
Marbella	9	3.0%
Marbella 1	1	0.3%
marbella gum	1	0.3%
Marbella gum	2	0.7%
Marbella Gum	3	1.0%
McDonald	1	0.3%
McDonald's	3	1.0%
McDonald's products via bill boards	1	0.3%
miranda pomegranate	1	0.3%
Mirinda	1	0.3%
Mix	1	0.3%
Mix Yogurt	1	0.3%
Molto	4	1.3%

Molto	4	1.3%
molto mix	2	0.7%
molto mix chocolate	2	0.7%
molto pate	2	0.7%
Moro	1	0.3%
Moro	16	5.3%
Moro Cola	1	0.3%
Moro Pepsi	1	0.3%
Nestle	1	0.3%
nestle yogurt	1	0.3%
None	1	0.3%
Nutella	1	0.3%
Obour Land	1	0.3%
Obour Land Cheese	3	1.0%
om hassan	1	0.3%
om hassan restaurant	1	0.3%
Ozmo chocolate products	1	0.3%
Panda	1	0.3%
Panda Cheese	1	0.3%
Pepsi	2	0.7%
Pepsi	20	6.6%
Pepsi (Messi)	1	0.3%
pepsi ad	1	0.3%

Pepsi Coca Cola ships edita	1	0.3%
Pepsi El Nenni	1	0.3%
Pepsi football	1	0.3%
Pizza hut	1	0.3%
Rice	1	0.3%
Samba	2	0.7%
seven up	1	0.3%
Sina Cola	1	0.3%
Sinacola	2	0.7%
Smna el hanam	1	0.3%
teama cheese	1	0.3%
tete cake	1	0.3%
Todo	1	0.3%
Todo	10	3.3%
Todo – Edita	1	0.3%
todo bomb	2	0.7%
todo brownies	3	1.0%
Todo Brownies	2	0.7%
Trident	2	0.7%
Yogurt	1	0.3%
Yogurt	1	0.3%
Zabado	3	1.0%

V4: Aided recall of ads

	Count	Column N %
\$v4	303	99.7%
el bolobl wel malek	1	0.3%
None	3	1.0%
1.Pepsi (Messi playing football them drink Messi). 2.Ahmed Helmy (doing some nice adventures while drinking Lipton ice tea	1	0.3%
اعلان 2015 TODO Rolled Cake Hatzboot - Cinema – تودو هتظبط	170	55.9%
اعلان ترايدنت الجديد-انتعاش هتتعود عليه , محمد الشناوي، 2016 Traident إعلان ترايدنت	190	62.5%
اعلان جبنة كبرى, بتخلي كل صبح أجمل بحبك 2016	174	57.2%
اعلان كيك رازراز ميني, كيك راز هتوصلك لقمة_الإشكاح 2016	124	40.8%
أعلان مطعم أم حسن..نشوى مصطفى	183	60.2%
إعلان المراعى تريتس و أحمد أمين....يقدمان أنواع الإنبساط #حلي_وقتك	151	49.7%
إعلان بيك رولز - علشان كلنا فينا حنة طمع – الجني2016	166	54.6%
إعلان بيك رولز الحجم العائلي- بيشبع أى أربعة 2016	171	56.3%
إعلان تشكلتس الجديد ,الكوافير, الولا حاجة أهم حاجة 2014	152	50.0%
إعلان تشكلتس الجديد ,المكتبة, الولا حاجة أهم حاجة	144	47.4%
إعلان جنبه باندا , 2016 تقليد هاني شاكر أداء إسلام محي إخراج حمدالله	209	68.8%
إعلان زبادي لبنيتا الجديد - الصيدلية - سوسن و سعاد - البقر - رمضان 2016	146	48.0%
إعلان كوكاكولا الجديد رمضان 2014 ,كوكاكولا أحلى مع	215	70.7%

اعلان الفانتوم الجديد من موعمن 2014	118	38.8%
اعلان ايس كريم كيت كات - لو ده جوزك	175	57.6%
اعلان ترايدنت, البداية دائماً ترايدنت! 2015	158	52.0%
اعلان تودو بومب الجديد - العصا جاهزة للعملية الثانية تودو بومب راجع يا رجالة 2016	200	65.8%
اعلان تيميز - انت ما بتجمعش - تيميز .. الكل كسبان 2016	158	52.0%
اعلان جنبه عبور لاند, حسن الرداد رمضان 2016	218	71.7%
اعلان جهينه مكس كل حاجه والعكس-جديد 2016	184	60.5%
اعلان حلواني اخوان, مطلوب فرخه بنت بنوت 2016	167	54.9%
اعلان زبادى جهينه - الأكل ميكملش إلا بيه 2016	205	67.4%
اعلان زبادي فروتس-خريج هارفرد..بيلعب كامنجة	144	47.4%
اعلان زبادى نستله بيور بالفواكه - حبيبي انا خبطت عربيتك - غذاء افضل .. لحياة افضل 2016	195	64.1%
اعلان زبادى نستله بيور بالفواكه - ماما التلفزيون اتكسر -غذاء افضل .. لحياة افضل 2016	168	55.3%
اعلان شيبسى الجديد _الكابتن مدحت والله عليك يا حبيب والديك 2016	204	67.1%
اعلان شيبسى الجديد - شيبسى هتوديك ايطاليا - المركب 2016	141	46.4%
اعلان شيبسى متوقفش الضحكة عندك...ضحكة ال90 مليون	228	75.0%
اعلان شيبسى.مدحت شلبى 2016	169	55.6%
اعلان عصير لمار- 3 جديد و 3 مش جديد - رمضان 2016	169	55.6%
اعلان فراخ كوكى رمضان, عماد طول عمره بيحام بعش الزوجية 2016	210	69.1%
اعلان فرجلو الجديد - عدوية و شارموفرز - رمضان 2016	144	47.4%
اعلان فيرن هى دي الزبدة _الأكل على حق	193	63.5%

اعلان كريستال - 25 سنة و القلب يحب كريستال 2016	224	73.7%
اعلان كريستال- 25 سنة صحة و نشاط مع زيت كريستال 2016	210	69.1%
اعلان كواترو تشيز بيتزا من بيتزا هت	163	53.6%
اعلان كيك رازراز ميني, محنداه كيك راز الكل مستقيص, الكل في قمة الإنشكاح 2016	127	41.8%
اعلان كيك كمارا الجديد ,كمارا من غير هس ....محمود كالجو 2016	198	65.1%
اعلان لافاش كيرى, سهلة الفرد بطعم الشيدر المضبوط و القشطة اللذيذة 2016	171	56.3%
اعلان لايون, عزت أبو عوف 2015	137	45.1%
اعلان لبنان مريلا- اكبر بالونة	238	78.3%
اعلان ماكدونالدز- أسرع دليفيرى في مصر- المطبخ 2014	140	46.1%
اعلان محمد النني الجديد مع بيبسي 2016	184	60.5%
اعلان مطاعم كوك دور - اكسب اللى نفسك فيه 2016	154	50.7%
اعلان مطعم أم حسن..أحمد عدوية	205	67.4%
اعلان مولتو باتيه الجديد - اينشتاين - في حنة تانية خالص	179	58.9%
اعلان مولتو باتيه الجديد - مارلين مونرو - في حنة تانية خالص	41	13.5%
اعلان مولتو ميكس الجديد شوكولاتة وكريمة, الدب	187	61.5%
اعلان هارديز الجديد اكبر ساندوتش في مصر و العالم 2016	150	49.3%
الاعلان الرسمي لمطعم بهاريز- أغنية- لو نفسك تاكل اكلة اكلة حلوة ثقيلة	172	56.6%
الاعلانات بتكون جذابه لما يكون فيها فكرة مش مجرد لحن و اي كلام و خلاص ولما بيقولوا في الاعلان او يحاولوا يوضحوا ان المنتج صحي	1	0.3%
باك باكس	1	0.3%

بيبيسى	1	0.3%
تونكرز شيكلاتة بابلى مورو	1	0.3%
جينة دومتى	1	0.3%
جبنتى	1	0.3%
دانجو أكبر بذكاء, احلامه الكبيرة بدايتها مع دانجو, 2016	203	66.8%
دوريتوس عصير بيتى شيبسى فرن مورو	1	0.3%
زبادو	1	0.3%
سمنه الهانم	3	1.0%
سيبشى فرن	1	0.3%
سيناكولا	1	0.3%
شيبسى مورو بيبيسى	1	0.3%
شيبسى فرن	3	1.0%
شيبسى فرن كابرى ديرى ميلك	1	0.3%
شيبسى فورن	3	1.0%
شيكولاتة بابلى جلاكسى تونكرز كابرى ديرى ميلك	1	0.3%
شيكولاتة جلاكسى	2	0.7%
شيكولاتة جلاكسى تونكرز مكرونة الملكة مربى راما بسكويت توك	1	0.3%
طول ما في جنة محدش يقدر يغلبك: الحلو, الجران 2016	236	77.6%
عصير بيتى شيبسى فرن	1	0.3%
اعلان مكس , Mix Drinkable Yogurt ,فاكهتين في فاكهة مشروب زبادي	186	61.2%
فيروز بريل فانتا كيك براوليز	1	0.3%

فيروز جبنة فينا	1	0.3%
فيروز فانتا	2	0.7%
فيروز فانتا بيريل كيك برونيز	1	0.3%
فيروز فانتا مورو	1	0.3%
فيروز فانتا ميراندا	2	0.7%
فيروز فانتا ميراندا مورو	1	0.3%
فيروز مورو فانتا	2	0.7%
فيروز ميراندا	2	0.7%
كابري دايري ملك شيبسي فرن	1	0.3%
كابري دايري ميلك جلاكسي شيكولاتة بابلي	1	0.3%
كيك توتو	1	0.3%
مكرونة الملكة	5	1.6%
مكرونة الملكة شيبسي فرن	1	0.3%
مكرونة الملكة مكرونة روعة مورو زبادي لاكتيل	1	0.3%
مكرونة الملكة مكرونة روعة مورو عبورلاند	1	0.3%
مكرونة الملكة مكرونة ستار شيبسي فرن	1	0.3%
مكرونة حواء شيبسي فرن	1	0.3%
مورة فيروز فانتا	1	0.3%
مورو	34	11.2%
مورو جلاكسي	1	0.3%
مورو جلاكسي دريم ميلك	1	0.3%
مورو جلاكسي شيكولاتة بابلي	2	0.7%
مورو جلاكسي شيكولاتة بابلي لبن بيتي تونكر	1	0.3%



مورو جلاكسى شيكولاتة بيلى	1	0.3%
مورو شوييس رمان فيروز سفن اب كيك براونيز	1	0.3%
مورو شيبسى فرن	2	0.7%
مورو شيكولاتة بابللى	2	0.7%
مورو فيروز بيبسى	1	0.3%
مورو فيروز سوييس رمان فانتا سفن اب كيك براونيز	1	0.3%
مورو فيروز شوييس سكن اب فانتا كيك برونيز	1	0.3%
مورو فيروز شوييس رمان كيك برونيز سفن اب	1	0.3%
مورو فيروز فانتا	1	0.3%
مورو فيروز فانتا ميراندا	1	0.3%
مورو مكرونة الملكة	1	0.3%
ميكسات شيبسى الجديدة بطعم الميكس شيدر، ممكن تاكلها مع شيري، أو بيرى، أو الست اللي بتاكل من غير ما تشتري	174	57.2%
ميكسات شيبسى الجديدة- عشان بتحبوا الميكسات، شيبسى عملكوا ميكسين جداد في الكيس ابو 3 ونص، كاتشب ومايونيز، وميكس شيدر! ميكسات شيبسى الجديدة، متاكلهاش لوحدهك. 2016	160	52.6%
amira butter, nesquick, activia yogurt	1	0.3%
Bake rolls	1	0.3%
Bien baby channels ad	1	0.3%
Cake chef - chef hassan	1	0.3%
Check the other (different than free to Air TVcampaigns)	1	0.3%
Coca Cola ..... كوكا كولا احلك مع	1	0.3%
dairy milk chocolate, billy chocolate, galaxy chocolate	1	0.3%

dominos pizza official ahly club sponsor	1	0.3%
domty cheese, obour land cheese, tiger	1	0.3%
Freska Wafer "MAGI " ٢٠١٥ "ماجى" إعلان فرسكا	214	70.4%
i like om hassan	1	0.3%
I think my daughter doesnt have enough time to watch tv or ads. Because she is alway traing and most of her time is busy with practicing sport or studying. Note she loves to watch setcoms on youtube.	1	0.3%
kids like new ads	1	0.3%
kids remeber ads with songs and music that they like	1	0.3%
Manah Promo, اعلان شيبسي ماناه	165	54.3%
marbela gum the best gum	1	0.3%
mohamed salah's ad	1	0.3%
molto big ad	1	0.3%
Moro	1	0.3%
MORO	3	1.0%
N/A	1	0.3%
new molto ad which has 4 pieces and the big one with the 12 pieces	1	0.3%
No	146	48.0%
No	24	7.9%
NO	9	3.0%
No Good luck	1	0.3%
NO THANK YOU	1	0.3%

No thanks	2	0.7%
No there aren't any other ads	1	0.3%
None	100	32.9%
None	1	0.3%
NONE	2	0.7%
Not really	1	0.3%
Nothing	1	0.3%
Ozmo products: a cartoon of a boy and a girl looking for Cleopatra and eating chocolate	1	0.3%
Pepsi	1	0.3%
She is attracted to songs and cartoons, rarely noting the product..	1	0.3%
She is influenced by the ads in non-local channels such as MBC3 such as Suncola advertisement	1	0.3%
Sometimes I remember an add by details then I try to remember which brand it was but I can't	1	0.3%
The content of the ad must be suitable for kids to watch considering the morals	1	0.3%
The issue here is that my son is used to watch OSN and these channels are not airing the previously mentioned list	1	0.3%
There should be more ads for healthy food like fruits and vegetables	1	0.3%
Thx	1	0.3%
Vodafone Magdi Yaqoub	1	0.3%

We live in the states but I was trying to recall as much as I can	1	0.3%
You can add other ads than ones in 2016	1	0.3%

### Appendix C: Code Sheet for Each Food and Beverage Ad

1. Ad number: \_\_\_\_\_.
2. Brand Name: \_\_\_\_\_.
3. Sub-brand Name: \_\_\_\_\_.
4. Ad length: \_\_\_\_\_.
5. Main character/s age range (Multiple choices allowed)
  - a. Child
  - b. Teen
  - c. Young adult
  - d. Adult
  - e. Old
  - f. Cartoon
  - g. None

#### Food and Beverages Type:

6. Is this ad for a healthy food/beverage product?
  - a. Sit in restaurants, providing healthy food
  - b. Water
  - c. Bread/ grain
  - d. Vegetables and fruits
  - e. Fresh juices
  - f. Dairy product
  - g. Eggs
  - h. Meat
  - i. Fish
  - j. Chicken
  - k. Nuts
  - l. Healthy condiments
  - m. Olive oil
  - n. Other\_\_\_\_\_
  - o. None.
7. Is this ad for an unhealthy food/beverage product?

- a. Fast food restaurants
- b. Soda and energy drinks
- c. Caffeinated drinks
- d. Candy and sweets
- e. Chips and puffs
- f. Sweet cakes
- g. Sugared cereal
- h. Some condiments; mayonnaise, ketchup, Barbeque sauce, Hot sauce, honey mustard, soy sauce.
- i. Butter and vegetable oil
- j. Others\_\_\_\_\_
- k. None.

#### Type of Appeals

8. What are the central cues used in this ad? (You can choose more than one or none)
  - a. Taste/flavor
  - b. Nutritional content
  - c. Health/wellbeing
  - d. Convenience
  - e. Value for money
  - f. Quantity/size
  - g. New product
  - h. Scientific information
  - i. Reality
  - j. None
9. What are the peripheral cues used in this ad? (You can choose more than one or none)
  - a. Premium offer
  - b. Contest
  - c. Peer acceptance

- d. Adult approval or parental pleasing
- e. Magic/fantasy
- f. Action/ adventure
- g. Mood alteration
- h. Speed/ strength
- i. Achievement/ accomplishment
- j. Fun and happiness
- k. Spokes characters, tie-ins and celebrity endorsement
- l. Branded characters
- m. Humor
- n. Music and jingles
- o. Indulgence/taste enjoyment
- p. None

#### Sexual Appeal

10. Does the ad employ physical attractiveness: Does the ad highlight facial beauty: hair, skin complexion?
  - a. Yes
  - b. No
11. Does the ad employ sexual imagery?
  - a. Full nudity.
  - b. Implied nudity
  - c. Partial nudity.
  - d. Suggestive clothing
  - e. None
12. Does the ad employ Sexual behavior theme?
  - a. Flirtatious body language.
  - b. Direct eye contact with viewer
  - c. Raise eye browse and lower lids
  - d. Looking up and to the side to a male
  - e. A sideways glance over a raised shoulder
  - f. Tossing her hair

- g. Open mouth lightly, wetting lips, or make lips appear fuller
- h. Self-touching: stroking throat or touching neck or thigh
- i. Holding limp wrist as a sign of submission
- j. Dangling her shoes on the end of the foot
- k. Slowly crossing and uncrossing legs
- l. Biting thumb

For a man specifically,

- m. Straighten his tie
- n. Touch his watch
- o. Brush imaginary dust off his shoulder
- p. Running his hand through his hair.
- q. Others \_\_\_\_\_
- r. None

13. Does the ad employ sexual referents?

- a. Double entendre
- b. Innuendos
- c. Others
- d. None

Please mention any words/phrases/ actions \_\_\_\_\_

14. Who is the initiator of the sexual appeal?

- a. Child
- b. Teen
- c. Young adult
- d. Adult
- e. Old
- f. Cartoon
- g. None

Eating habits endorsed

15. Eating incident-What is the eating or drinking incident in this ad?

- a. Breakfast
- b. Lunch



- c. Dinner
- d. Snack
- e. None

16. What is the weight status of the actors? (Multiple choices allowed)

- a. Thin/underweight.
- b. Overweight
- c. Obese
- d. Average weight.
- e. Non applicable

Does the ad encourage over eating themes?

17. Where there words or phrases that encourage overeating/ drinking in the ad?

- a. The more, the better
- b. Eat/drink more
- c. I bet you can't eat just one (challenging to eat more).
- d. It takes two hands to hold a \_\_\_\_.
- e. Having it again and again.
- f. Little place, BIG taste.
- g. Once you pop you can't stop
- h. I usually have more than one \_\_\_\_\_ an hour/ day/week.
- i. "I want to fit them all in my mouth"
- j. I can't get enough
- k. Tons of \_\_\_\_ searching for a mouth
- l. Others \_\_\_\_\_
- m. None

18. Was there any behavior that encourages overeating/ drinking in the ad?  
(Multiple choices allowed).

- a. Eating large quantities of food
- b. Stuffing food in mouth.
- c. Open mouth wide open, to fit huge quantities in mouth.
- d. Taking part in a food eating contest, eat more to win contest.
- e. Refusing to share food, taking all the food and eating it all alone.

f. Having multiple servings.

g. Others \_\_\_\_\_

h. None

#### Food depiction

19. Is food in this ad designed to be used in play or be played with?

a. Yes

b. No

#### Fake vegetables and fruits

20. Does this product associate food with images of fruits and vegetables? (I.e. Indoomy and Haribo fruits jelly beans).

a. Yes

b. No

#### Energy Expenditure

21. What are the physical activities depicted in this ad? (Multiple choices allowed)

a. Sports activities

b. Fitness activities

c. Chores

d. Playing with children

e. Others \_\_\_\_\_

f. None.

22. What are the sedentary activities depicted in this ad? (Multiple choices allowed)

a. Sitting or reclining

b. Watch TV/DVD, videos

c. Reading or doing homework

d. Nintendo/PlayStation/ computer games

e. Internet/computers

f. Talking on the phone/text messaging

g. Playing at a table

h. Board games

i. Drawing and craft activities.

j. Walking at low pace.

k. Travelling by car, bus etc.

l. None

m. Others \_\_\_\_\_

Disclaimer

23. Does the ad contain any disclaimers?

a. Audio

b. Video only

c. Audio and video

d. None

24. What is the slogan or tagline? \_\_\_\_\_

25. Any sponsorship, please mention? \_\_\_\_\_

26. Any other Comments? -----

-----

**Appendix D: Content Analysis: Healthy and Unhealthy Food and Beverages Ads**

Brand Name	Healthy	Unhealthy	Total
Activia	1	0	1
Al Maraei	0	1	1
Baraka	1	0	1
Birelle	1	0	1
Cadbury	0	1	1
Cadbury Dairy Milk	0	1	1
Chicklets	0	1	1
Chiclets	0	1	1
Chipsy	0	8	8
Cocacola	0	2	2
Coke	0	1	1
Cook Door	0	1	1
Crystal	0	1	1
Danone	1	0	1
Dominoz Pizza	0	1	1
Edita	0	9	9
egypt food	1	0	1
El hassan wel Hussien	0	1	1
El Hosan Foods	0	1	1
El Malika	1	0	1

Faragello Juice	0	1	1
Fayrouz	0	1	1
Fern	0	1	1
Fox	0	1	1
Ghandour	0	2	2
Halawani Ekhwan	1	0	1
Hardees	0	1	1
Jana	0	1	1
Jannah	0	1	1
Juhayana	1	0	1
juhayna	0	2	2
Juhayna	3	0	3
Kamara	0	1	1
Kellogs	0	1	1
Kfc	0	1	1
Kiri	1	0	1
Koki	1	1	2
La Vache Qui Rit	1	0	1
Labanita	1	0	1
Lactel	1	0	1
Lamar	0	1	1
Lion	0	1	1
Lipton	0	1	1

Mac Donald's	0	1	1
Manah	0	1	1
Mandolin	0	1	1
Marbella	0	1	1
Mars	0	2	2
Milano	0	1	1
Milano Cake	0	1	1
Mo'men	1	0	1
Nestle	3	4	7
Obour Land	1	0	1
Om Hassan	2	0	2
Panda Cheese	1	0	1
Pepsi	0	3	3
Pepsi Star	0	1	1
Pizza Hut	0	2	2
Pizza Hut Quattro Cheese	0	1	1
Razz	0	2	2
Rich Bake	1	0	1
RonaPro	1	0	1
Sina Cola	0	1	1
temmys	0	1	1
Trident	0	2	2

Vitrac	0	1	1
Total	26	74	100

### Appendix E: Inter-coder Reliability Test

#### Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Q6 Is this ad for a healthy food/beverage product? * W6 Is this ad for a healthy food/beverage product?	10	100.0%	0	0.0%	10	100.0%

Q6 Is this ad for a healthy food/beverage product? \* W6 Is this ad for a healthy food/beverage product? Crosstabulation

Count

	W6 Is this ad for a healthy food/beverage product?				Total
	Sit in restaurants, providing healthy food	Dairy product	Chicken	Other	
Q6 Is this ad for a healthy food/beverage product?					
Sit in restaurants, providing healthy food	2	0	0	0	2
Dairy product	0	1	0	0	1
Chicken	0	0	1	0	1
Other	0	0	0	6	6
Total	2	1	1	6	10



## Symmetric Measures

	Value	Asymptotic Standardized Error <sup>a</sup>	Approximate T <sup>b</sup>	Approximate Significance
Measure of Kappa Agreement	1.000	.000	4.827	.000
N of Valid Cases	10			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

## Crosstabs

## Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Q7 Is this ad for an unhealthy food/beverage product? * W7 Is this ad for an unhealthy food/beverage product?	10	100.0%	0	0.0%	10	100.0%

Q7 Is this ad for an unhealthy food/beverage product? \* W7 Is this ad for an unhealthy food/beverage product? Cross tabulation

## Count

		W7 Is this ad for an unhealthy food/beverage product?						Total
		Soda and energy drinks	Candy and sweets	Chips and puffs	Sweet cakes	Butter and vegetable oil	None	
Q7 Is this ad for an unhealthy food/beverage product?	Soda and energy drinks	1	0	0	0	0	0	1
	Candy and sweets	0	1	0	0	0	0	1
	Chips and puffs	0	1	1	0	0	0	2
	Sweet cakes	0	0	0	1	0	0	1
	Butter and vegetable oil	0	0	0	0	1	0	1
	None	0	0	0	0	0	4	4
Total		1	2	1	1	1	4	10

## Symmetric Measures

	Value	Asymptotic Standardized Error <sup>a</sup>	Approximate T <sup>b</sup>	Approximate Significance
Measure of Kappa Agreement	.870	.119	5.726	.000
N of Valid Cases	10			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

## Crosstabs

## Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Q10 Does the ad employ physical attractiveness: Does the ad highlight facial beauty: hair, skin complexion * W10 Does the ad employ physical attractiveness: Does the ad highlight facial beauty: hair, skin complexion	9	90.0%	1	10.0%	10	100.0%

Q10 Does the ad employ physical attractiveness: Does the ad highlight facial beauty: hair, skin complexion \* W10 Does the ad employ physical attractiveness: Does the ad highlight facial beauty: hair, skin complexion Cross tabulation

## Count

	W10 Does the ad employ physical attractiveness: Does the ad highlight facial beauty: hair, skin complexion		Total
	Yes	No	
Q10 Does the ad employ physical attractiveness: Does the ad highlight facial beauty: hair, skin complexion	1	0	1
	0	8	8

Total	1	8	9
-------	---	---	---

## Symmetric Measures

	Value	Asymptotic Standardized Error <sup>a</sup>	Approximate T <sup>b</sup>	Approximate Significance
Measure of Kappa Agreement	1.000	.000	3.000	.003
N of Valid Cases	9			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

## Crosstabs

## Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Q11 Does the ad employ sexual imagery * W11 Does the ad employ sexual imagery	10	100.0%	0	0.0%	10	100.0%

Q11 Does the ad employ sexual imagery \* W11 Does the ad employ sexual imagery  
Cross tabulation

## Count

	W11 Does the ad employ sexual imagery	Total
--	---------------------------------------	-------

	None	
Q11 Does the ad employ sexual imagery	10	10
Total	10	10

## Symmetric Measures

	Value
Measure of Kappa Agreement	<sup>a</sup>
N of Valid Cases	10

a. No statistics are computed because Q11 Does the ad employ sexual imagery and W11 Does the ad employ sexual imagery are constants.

## Crosstabs

## Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Q17 Where there words or phrases that encourage overeating/drinking in the ad? * W17 Where there words or phrases that encourage overeating/drinking in the ad?	10	100.0%	0	0.0%	10	100.0%

Q17 Where there words or phrases that encourage overeating/ drinking in the ad? \*

W17 Where there words or phrases that encourage overeating/ drinking in the ad?

Crosstabulation

Count

	W17 Where there words or phrases that encourage overeating/ drinking in the ad?	Total
	None	
Q17 Where there Others words or phrases that encourage overeating/ None drinking in the ad?	2  8	2  8
Total	10	10

Symmetric Measures

	Value	Asymptotic Standardized Error <sup>b</sup>	Approximate T <sup>c</sup>	Approximate Significance
Measure of Kappa Agreement	.000 <sup>a</sup>	.	.000	1.000
N of Valid Cases	10			

a. No statistics are computed because W17 Where there words or phrases that encourage overeating/ drinking in the ad? is a constant.

b. Not assuming the null hypothesis.

c. Using the asymptotic standard error assuming the null hypothesis.

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Q19 Is food in this ad designed to be used in play or be played with? * W19 Is food in this ad designed to be used in play or be played with?	10	100.0%	0	0.0%	10	100.0%

Q19 Is food in this ad designed to be used in play or be played with? \* W19 Is food in this ad designed to be used in play or be played with? Crosstabulation

Count

	W19 Is food in this ad designed to be used in play or be played with?	Total
	No	
Q19 Is food in this ad designed to be used in play or be played with?	10	10
Total	10	10

Symmetric Measures

	Value
Measure of Kappa Agreement	.a

N of Valid Cases	10
------------------	----

a. No statistics are computed because Q19 Is food in this ad designed to be used in play or be played with? and W19 Is food in this ad designed to be used in play or be played with? are constants.

## Crosstabs

### Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Q20 Does this product associate food with images of fruits and vegetables? (I.e. Indoomy and Haribo fruits jelly beans). * W20 Does this product associate food with images of fruits and vegetables? (I.e. Indoomy and Haribo fruits jelly beans).	10	100.0%	0	0.0%	10	100.0%

Q20 Does this product associate food with images of fruits and vegetables? (I.e. Indoomy and Haribo fruits jelly beans). \* W20 Does this product associate food with images of fruits and vegetables? (I.e. Indoomy and Haribo fruits jelly beans). Crosstabulation

### Count



		W20 Does this product associate food with images of fruits and vegetables? (I.e. Indoomy and Haribo fruits jelly beans).		Total
		Yes	No	
Q20 Does this product associate food with images of fruits and vegetables? (I.e. Indoomy and Haribo fruits jelly beans).	Yes	1	0	1
	No	1	8	9
Total		2	8	10

## Symmetric Measures

	Value	Asymptotic Standardized Error <sup>a</sup>	Approximate T <sup>b</sup>	Approximate Significance
Measure of Kappa Agreement	.615	.337	2.108	.035
N of Valid Cases	10			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

## Crosstabs

## Case Processing Summary

	Cases		
	Valid	Missing	Total

	N	Percent	N	Percent	N	Percent
Q23 Does the ad contain any disclaimers? * W23 Does the ad contain any disclaimers?	9	90.0%	1	10.0%	10	100.0%

Q23 Does the ad contain any disclaimers? \* W23 Does the ad contain any disclaimers? Crosstabulation

Count

	W23 Does the ad contain any disclaimers?	
	None	Total
Q23 Does the ad contain any disclaimers?	9	9
Total	9	9

Symmetric Measures

	Value
Measure of Kappa Agreement	a
N of Valid Cases	9

a. No statistics are computed because Q23 Does the ad contain any disclaimers? and W23 Does the ad contain any disclaimers? are constants.

## Appendix F: Media Literacy and Food Ads: Interview Discussion Guide

Interviewee name:

Interviewee title:

Interview date:

Debriefing Statement:

Thank you for participating in this study. In this study we are evaluating media literacy education as it pertains to Egyptian children between 7-12 years old.

We are asking about 5 educators like you to take part in this study. All participants are taking part in the same way you are, through a semi-structured, one-on-one interview.

Interview questions:

### A. Introduction to media literacy

1. What is your definition of *media literacy*?
2. How do you define *advertising literacy as a sub-discipline of advertising literacy*?
3. What is the difference between *media literacy and advertising literacy*? (Probe: how are they similar or different, do they complete each other in any way, which should come first)
4. Do “*children reach an adult level of understanding advertisers*” persuasive tactics and if so at what age does that occur? (Rozendaal, 2011).
5. Can *Advertising literacy help children* understand the world of advertising? How?

### B. Initiative of media and advertising literacy for children in Egypt

6. What are the millstones in the *history* of media literacy in Egypt? (this question is for Egyptian literacy scholars)
7. What are all the *initiatives* done to educate children about media in Egypt?

8. To what extent were those *efforts effective* and fruitful?
9. Are there *books* with guidelines about teaching media literacy to children in Egypt? Who authored it/them?

C. Impact of child viewership of food ads and how to counter its effect

10. What is the current *role of Egyptian media channels in educating children about eating habits*? How is this role impacting the child's eating behavior? Do you consider TV a tool for nutrition information or misinformation? Why and in what way?
11. Children get exposed to a lot of *unhealthy food on TV ads*, how does this reflect *positively or negatively on the health of an Egyptian child*? How can we improve this role?
12. Do you think, food advertisement *trick or mislead young consumers*? How so?
13. In your opinion, what are the *common appeals used to advertise Egyptian food in Egypt? (Probe on emotional vs logical)*? Could you give us examples? Many food adverts employ emotional appeal to persuade a child to consume unhealthy food, Could you give us examples? What do you think of this approach?
14. How can we teach a child to counter such manipulative appeal approach?

D. Disclaimers

15. What is the *role of disclaimers in ads*? Have their impact been studied at all? What is their expected impact?
16. *Do they exist in Egyptian TV ads*? How often? Could you give me examples?
17. Are there any *regulations that support having disclaimers in TV ads, in Egypt*?

18. Some critics argue that, although disclaimers warn of the dangers of consuming foods high in fat, sugar or sodium, *have not reduced consumption*. What do you think of this?

(US example: research on the effects of warning labels on alcohol and tobacco packaging demonstrates that the text-based warning labels used in the US increased knowledge (about harmful effects of these substances) but haven't reduced consumption))

E. Does literacy mediate the effect of food ads!

19. Does *advertising literacy actually mediate the effects of harmful food ads on children*? How so?
20. Will children who acquired the necessary advertising related knowledge *autonomously use this knowledge as a defense against advertising*? Are they capable of doing so at such young age? (Rozendaal, 2011)
21. Some studies argue that increased understanding of persuasive intent behind food advertising *doesn't reduce the effectiveness of advertising*? What do you think?
22. Recent findings and insights on psychological development and advertising processing, argue that "*children's immature cognitive abilities keep them from autonomously employing their advertising literacy as a critical defense against advertising*", what is your say on that? (Rozendaal, 2011).

F. Protecting and teaching children

23. How can we protect children from unhealthy food ads they are exposed to on Egyptian TV channels, especially channels like moody, kooky and mickey displaying a lot of unhealthy food ads?
24. Are there any *media regulations that protect Egyptian children from unhealthy and mis-informative food ads on TV?*
25. Is *self-regulation* adapted by Egyptian channels *effective/ enough* in protecting children from nutrition misinformation on TV channels? (Probe on limitation policies of ads across different channels)
26. What is the *suitable age to teach media literacy* to Egyptian children? Can we teach children between 7-12 years media literacy?
27. Can children between 7-12 years recognize, evaluate and understand appeals in food advertisements?

G. Understanding the role of different involved parties

28. What do you think is the *role of parents* as pertains to media education? (Probe on: media neglect vs media education and watching/ explaining to child, setting the rules about food consumption, restriction of food ad exposure for young age).
29. What the *role of the school* is as pertains to media education? How will they take that role? Will they accept it and do they have the capacity and right people to do that role? How should they teach them to increase awareness and comprehension of persuasive content? (Probe: ads in school of unhealthy foods becoming a trend and school cafeteria selling the unhealthy food etc)

30. What is the role of brands in the food industry *as pertains to use of emotional appeals* to persuade children? (Claiming foods to be nutritional when they aren't etc., some brands increasing the age of their target group for ethical reasons).

Thank you for your time, effort and contribution to this study.

#####

### Appendix G: Top viewed Channels among Egyptian Children- Ipsos Media 2016

	Total Ratings
Total TV	1672.28
MBC 3	644.68
KOKY KIDS	219.66
STOON	210.97
CARTOON NETWORK ARABIC	200.37
BARAEM TV	111.77
TOYOR AL JANAHA	96.37
MODY KIDS	40.4
JEEM TV	32.99
ROTANA CINEMA	21.6
KIDZANIA	19.84
MICKEY	17.13
KARAMEESH	16.44
AJYAL TV	9.91
HOMOS	5.45
DISNEY CHANNEL	4.54
AL MAJD KIDS	3.22
MAJD KIDS TV	2.89
SEMSEM	1.9
ULTRA KIDZ HD	1.85
SUKAR	1.63
CANARY TV	1.58
MBC MASR	1.52
TAHA TV	1.5
DISNEY JUNIOR	1.34
NOON	0.82
MANGAS	0.4
SAT 7 KIDS	0.32
MOGA COMEDY TV	0.3
BASMA	0.25
CARTOON NETWORK ENGLISH	0.25
JIMJAM	0.22
SPTV	0
OSN MOVIES KIDS	0
BOOMERANG	0
PIWI	0
TIJI	0
DISNEY XD	0



SANA TV	0
FUN CHANNEL	0
HOD HOD	0
TOYOR BABY	0
MOSARAA	0
TV Viewership Table - Survey: 6feb to 29 march 2016	
Size (C ; % ; A) : (1950 ; 100% ; 11,397,000.00)	

### Appendix H: Children Shows and Programs

Cartoon	Channel	Time
1. Captain Majid	Moody	2:43 pm, 4:19 am/ 4:34 pm, 6:07 am
2. قصص النساء في القرآن	Moody	7:43 pm, 8:31 am
3. قصص الحيوان في القرآن	Moody	2:33 pm, 3:26 am
4. قصص الإنسان في القرآن	Mickey	4:05am, 3:00pm/ n 2:53p, 2:10 a/ 3:04 p
5. Captain Majid	Mickey	9:51 pm, 9:16 am
6. Bakar	Mickey	8:40 pm, 8:41 am
7. عائلة الأستاذ أمين	Nile Comedy/cinema	7:30, 17:30, 13:45 wed? 13:00?
8. Bakar	Kooky	8:54pm, 8:08 am
9. Tom & Jerry	Kooky	9:14 or before
10. كتاب كل أسبوع	Al Oula	Friday 10 am. المذبة داليا ناصر ، الجمعة القادمة الساعة ١٠ صباحا
11. ولاد و بنات	Al Nahar one	Friday, 9-11 or 11 am
12. عالم سمس	Al Nahar one	Saturday 11 am
13. Sandy Candy	Al Asema	Saturday 11 am
14. #أجيال	Al Nahar Noor	Friday 10:30 am
15. قصص القرآن	الحياة و الناس	Friday <b>10:30</b>
16. كان يا مكان	المصرية	Friday 10:40 am
17. ضحك و لعب	Al Oula	Friday 11:19 am
18. شقاوة عيال	Al Oula	Friday 10:30

## Appendix I: CAPMAS Approval



<https://phrp.nihtraining.com/users/cert.php?c=1632660>

<https://phrp.nihtraining.com/index.php>

## Appendix J: IRB Approval

CASE #2015-2016-169



To: Mona Rady

Cc: Nesrine Azmy

From: Atta Gebril, Chair of the IRB

Date: May 21, 2016

Re: Approval of study

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This is to inform you that I reviewed your revised research proposal entitled "What advertisements are our children watching and what are their content?" and determined that it required consultation with the IRB under the "expedited" heading. As you are aware, the members of the IRB suggested certain revisions to the original proposal, but your new version addresses these concerns successfully. The revised proposal used appropriate procedures to minimize risks to human subjects and that adequate provision was made for confidentiality and data anonymity of participants in any published record. I believe you will also make adequate provision for obtaining informed consent of the participants.

This approval letter was issued under the assumption that you have not started data collection for your research project. Any data collected before receiving this letter could not be used since this is a violation of the IRB policy.

Please note that IRB approval does not automatically ensure approval by CAPMAS, an Egyptian government agency responsible for approving some types of off-campus research. CAPMAS issues are handled at AUC by the office of the University Counsellor, Dr. Amr Salama. The IRB is not in a position to offer any opinion on CAPMAS issues, and takes no responsibility for obtaining CAPMAS approval.

This approval is valid for only one year. In case you have not finished data collection within a year, you need to apply for an extension.

Thank you and good luck.

A handwritten signature in black ink, appearing to read 'Atta Gebril'.

Dr. Atta Gebril

IRB chair, The American University in Cairo

2046 HUSS Building

T: 02-26151919

Email: [agebril@aucegypt.edu](mailto:agebril@aucegypt.edu)

CASE # 2016-2017-051



TO: Mona Rady  
CC: Nesrine Azmy  
FROM: George Marquis  
DATE: 25 Dec 2016  
RE: Approval of study #2016-2017-051 formerly #2015-2016-169

---

This is to inform you that I have reviewed your research proposal entitled "**A study of food and beverage ads viewed by children**" which is a **modification of the previously approved AUC IRB proposal #2015-2016-169** and determined that it required consultation with the IRB under the "expedited" heading. I have determined that the proposal design uses appropriate procedures to minimize risks and discomfort to human participants as well as to store data. I have also determined that adequate and clear informed consent will be obtained.

This approval letter was issued under the assumption that you have not started data collection for your modified research project. Any data collected related to modifications before receiving this letter may not be used since this would constitute a violation of the IRB policy.

Please note that IRB approval does not automatically ensure approval by CAPMAS, an Egyptian government agency responsible for approving some types of off-campus research. CAPMAS issues are handled at AUC by the office of the University Counselor, Dr. Amr Salama via an official letter from your School Dean. The IRB is not in a position to offer any opinion on CAPMAS issues, and takes no responsibility for obtaining CAPMAS approval.

This approval is valid for one year from the date of this letter. In case you have not finished data collection within a year, you will need to apply for an extension.

Thank you and good luck.

A handwritten signature in black ink, appearing to read 'George Marquis'.

George Marquis  
Acting IRB Chair, Fall 2016  
T: 02-261-1598  
Email: [geomarq@aucegypt.edu](mailto:geomarq@aucegypt.edu)

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## Appendix K

### Visual Examples of Cues in Unhealthy Food Ads

#### Branded Characters



#### Celebrity Endorsement The Aspirational Reference Group



## Children in Unhealthy Food Ads



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مع أي كومبو فريسيكس كير و كول سلو

16999 COKE BOTT

Nestlé Mega

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## Contests and Premiums



## Food As A Toy



## Fruitless Marketing

